

SIDE TALKS

ABOUT THE GEO. S. PARKER FOUNTAIN PEN AND OTHER SUBJECTS.

JANUARY, 1901.

JANESVILLE, WIS., U. S. A.

No. 30.

The Success of This Year Should Be Increased by the Mistakes of Last!

"A queer proposition," you may say, but it is truth, plain truth, and nothing but the truth.

NAPOLEON SAID,

NT was the greatest general who could recover from defeat the quickest." So it is in business life. You make mistakes—sometimes costly ones. We all do. Mistakes are, however, only blessings in disguise. You start out on a journey. You come to a fork in the road; both diverging roads look at a glance equally good. You choose the one to the left. You go a distance and you come to a sign. It says: "This road, the farther you go the more difficult the passage, and leads to a precipice which you cannot cross." You pay no attention to the sign, but go on, and presently come to another. The second notice is equally emphatic and equally strong. It says:

"TURN BACK. THIS IS THE WRONG ROAD."

The farther you go, the more difficult it becomes, or a worse fate will befall you. What would you think of the man who would persist in following such a course? Would you wonder that if the journey were continued much longer it would reveal ghastly sights of those who had fallen by the wayside?

If you have made mistakes in a business way during the past year, remember they are blessings. They are sign boards meant for your good. *What Napoleon said* about the general applies here with double force.

If acted upon wisely, will make you a stronger man,

in better command of your resources one year hence than ever before.

Have you sold as many Parker "Lucky Curve" Fountain Pens in the past year as you could or should? Have you carried as large a stock as you should? Have you realized that a Parker show case filled with Parker Pens, in the front part of your store, will be seen by more than five times as many people as would see them if you had only a few tucked away in the regular stock show case, mostly out of sight? Cannot you see where you can do better this year than last? Proper display and good assortment will sell five times as many pens as old methods that were good two or three years ago, but no longer are. The wheel of life is ever presenting a constant change of conditions and things, to which we must adapt and shape ourselves, if we would be a success.

Remember, every man, woman and child who buys of you honors you, gives you his preference, does you a favor by extending to you his trade, upon which you received a profit, even though it may be small. This delicately poised thing known as "good trade" can be yours. It should be yours, made so by your good goods, honest values, affable manners, pleasant words, a kindly spirit and good sense.

The new century starts in with a business outlook that has not been equaled in the memory of the present generation. Don't you think it is a good time to "make hay while the sun shines?"

Sincerely,



This is 1901.

Don't think you must sell cheap goods to succeed in business. Remember, it takes just about as long to sell a cheap article, that pays hardly no profit, as it does one that pays a good profit and gives correspondingly better satisfaction. It is the *per cent.* of profit at the end of the year, and not the volume of business, that counts. The grocer, whose volume of business might be very large, yet if that volume consisted of sales or sugar, the per cent. of profit would be very small.

Remember, the year 1901 is not the hard times of 1893. People are now buying better goods than ever before. You don't want to do all the business, so let your competitor waste his energy in selling goods at cost, or nearly so, while you figure to make a profit on what you sell, for that is why you remain in business.

YOU CAN DO IT!

"Can't sell anything but a dollar pen." This we frequently hear. The cheapest four-dollar-a-week clerk can sell sugar, and lots of it. The man that sells the teas, the spices, the silks and the better goods, gets more money than \$4.00 per week. Why? Because of his experience or his brains, or both. He uses the knowledge he has gained to point out the hidden beauties or desirable qualities that the goods possess, but of which the customer was not aware. Consequently, the customer having had the explanations made to him by a diplomatic clerk, in pleasant language, buys. That is successful selling.

A short time ago, a merchant in a small town sent us an order for a few pens. After getting them, he wrote that he believed he had ordered too many high priced pens, as he could not sell anything over \$2.00 or \$2.50 at the very highest. In the same mail with the merchant's letter came one from his town, from a person who had answered one of our advertisements, and sent \$3.50 for a gold mounted fountain pen and \$1.00 for a plush box. He said the dealer did not carry as good a pen as he wanted, so ordered direct. Imagine, if you can, the dealer's surprise when we wrote him and told him his logic was wrong, and proved it to him in the credit he received on his bill, from the direct sale! Develop the latent buying power of your customer, and you will find a market for the better grades of Parker Pens.

When You Fight for Trade, Get the Best Guns.

Proper display, a fine show case assortment, courteous manners and good sense are the "Long Toms" that should be used in your warfare for trade. They produce the effect.

Poor display, Parker Pens buried out of sight, crabbed and surly disposition, will drive the sunshine and trade away, and are short range guns with which you can never rout the enemy.

It's a Rare Quality.

The older the writer grows, the more respect he has for the clerk or proprietor, for that matter, who can sell goods and sell them right. We mean by drawing out the full buying power of the customer. To suggest this or that possible need of the customer, and then to wait on him so nicely that the customer departs with his purchases with a kindly feeling in his heart toward not only the clerk, but the whole establishment, and so pleased with his nice treatment and the congenial atmosphere he has just left that he never misses an opportunity to say a good word for the firm. A clerk who can draw out such feelings is a General, and the writer would like to do honor to such a one any day.

By the way, here are a few little business rules published in "Success," that are so good that for the benefit of such clerks as have not yet "waked up," we reproduce them:

I.

Your employer hires you always for the purpose of making a profit out of your services.

II.

If you earn for him enough only to pay your weekly wages, he finds no profit in you, and—as he does not assume the burdens and risks of business life with the gentle, philanthropic idea of keeping you alive—he will replace you with a more profitable worker.

III.

If you earn for your employer only a small, or a reasonable profit, you cannot expect an advance of wages which will wipe out that profit.

IV.

If, however, you work cheerfully, contentedly and wholeheartedly in the interests of your employer, giving him the best you have, and "scamping" nothing, the chances are ten to one that you will earn for him so large a profit on your services as to make him quite willing to divide that profit with you by an increase in wages or otherwise.

V.

But remember, the profit itself must always precede your employer's recognition of that profit.

There is enough sound sense in the above, if followed in the right spirit and with good sense to back it up, to make you a president of a bank some day.

The Geo. S. Parker Jointless Lucky Curve.

No Joints,
No Threads,
No Links.

Contains **3** Patented Improvements

ANTI-BREAK CAP, Pat. July, 1900.
LUCKY CURVE FEED, Pat. Jan., 1894.
SPRING LOCK, Pat. April, 1899.



Showing feeding mechanism removed ready for filling.



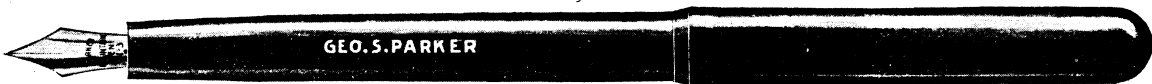
Parker Jointless "Lucky Curve" No. 018. Price, \$2.00.



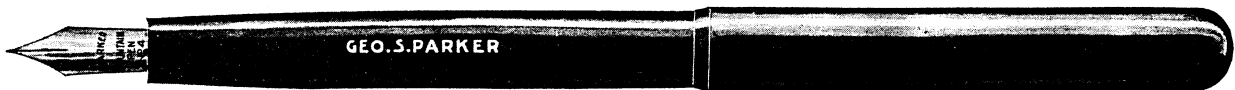
Parker Jointless "Lucky Curve" No. 020. Price, \$2.50. With manifold point same price.



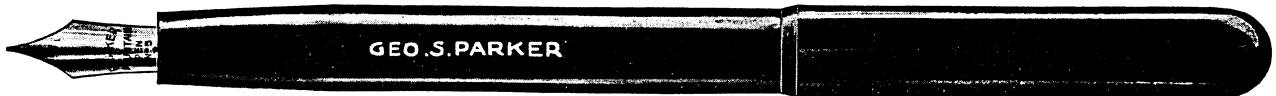
Parker Jointless "Lucky Curve" No. 020. Ladies' Size. Price, \$2.50.



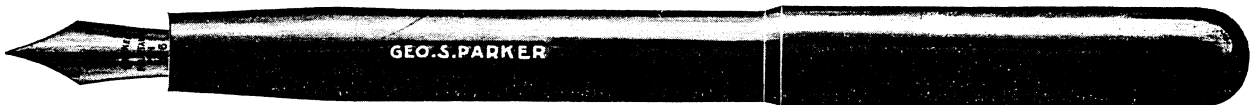
Parker Jointless "Lucky Curve" No. 023. Price, \$8.00. With manifold point same price.



Parker Jointless "Lucky Curve" No. 024. Price, \$4.00. With manifold point same price.



Parker Jointless "Lucky Curve" No. 025. Price, \$5.00.



Parker Jointless "Lucky Curve" No. 026. Price, \$6.00.



Parker Jointless "Lucky Curve" Shorthand and Bookkeeper's Pen, Large. Price, \$4.00.

"Hair line," fine, medium, coarse or stub points, as ordered.

Cuts about 3/4 size.

Electros of cuts of pens and sample ads. furnished to any customer who will do local newspaper advertising. It pays.

Are You Up-to-Date?

If we were only eloquent enough to convince you that one of our little show cases in the front part of your store would do what we claim, you, as the good business man that you are, could not get your order to us fast enough. These little cases are really

Trade Inviters, Trade Suggesters, Trade Producers.

They invite your customers to see the pen with the "Lucky Curve," which they have seen advertised so much. They suggest the opportunity for purchasing, which they have had in mind for some time. Under these circumstances, they produce trade in a way that is simply gratifying to the live man of business, who gets rich by embracing the right opportunities which are presented.

As a matter of fact, you have probably thought a good many times that you would like to have a case especially adapted for fountain pens, but you have been so busy that you have sort of neglected the opportunity to write us about it. You may have thought that you could not handle so many fountain pens as a case assortment. That is because you have not looked into the matter as deeply as you should. Just read this letter, which comes to us, unsolicited, from a customer in the little town of Belgrade, Minn., and draw your own conclusions:

The Parker Pen Co., Janesville, Wis.

GENTLEMEN:—I received the last two dozen pens O. K. It's perfectly astonishing how the show case has increased my sale of pens. I never used to sell more than half a dozen pens per year until your agent induced me to put in one of your large cases with four dozen pens. That was in May, 1900, and it increased my sales to such an extent I ordered two dozen more, as you know, through your agent, in December, 1900, and I have disposed of nearly the entire lot.

Please repair pen sent you under separate cover, at once, and return to me by registered mail, and oblige,

Yours truly, L. S. WALLER.

Suppose you live in a town of 1,000 population. Twenty per cent. of the population are immediate prospective customers, or 200 in number. You have a territory tributary which contains a population probably several times 1,000. Take 10 per cent. of that, then add a little for transient trade, which is always considered good trade. Do you think a four dozen or six dozen assortment too many to carry when you turn on the light of a few cold figures? Just as sure as the sun rises, you are missing an opportunity if you pass it by, or permit it to pass you by, if you do not embrace it, and time will demonstrate this truth.

Don't think terms and conditions are prohibitive in your carrying and maintaining a stock of four dozen, six dozen or a gross of "Lucky Curves." We have studied both sides of the question carefully. We know if you will put yourself in the



FREE With your first order for four dozen Parker Pens. It is a beauty.

proper condition to sell Parker Pens, you will sell more Fountain Pens in the future by far than you have sold in the past. We have therefore a personal interest in the matter, and in the way of time, we have three plans of payment that will make it so easy for you to carry a proper line that you will thank us for getting you started in a modern, scientific, trade-winning method. Write us to-day with the determination that if there is any better way known than you have been following, that you want to know what it is. We shall be glad to hear from you and give you the information we want you to possess.

It Will Do It.

RIPLEY, N. Y., Oct. 8th, 1900.

Parker Pen Co., Janesville, Wis.

GENTLEMEN:—Goods have arrived O. K. and are satisfactory. I am much pleased with the little show case. It sold a fountain pen for me before it had been in position on my counter ten minutes. That, I think, is a pretty good start for your "silent salesman."

Very truly yours, JAMES F. TATE.

This Man is a Success.

GUNNISON, COL., Dec. 5, 1900.

Geo. S. Parker Pen Co., Janesville, Wis.

GENTLEMEN:—The Parker Pens and case came to-day. Have looked them over and find them quite satisfactory, and am pleased with the case, as it certainly displays the pens to good advantage. I have set it up where everyone entering the store must see it, and I shall put in my best efforts at selling Parker Pens.

Yours truly, E. E. MUELLER.

The Editor Says:

BOTTINEAU, N. D.

Parker Pen Co., Janesville, Wis.

GENTLEMEN:—Have just purchased one of your Mottled Rubber Pens, No. 025. It's a crackerjack, and no mistake. Half the burden of my work is lifted.

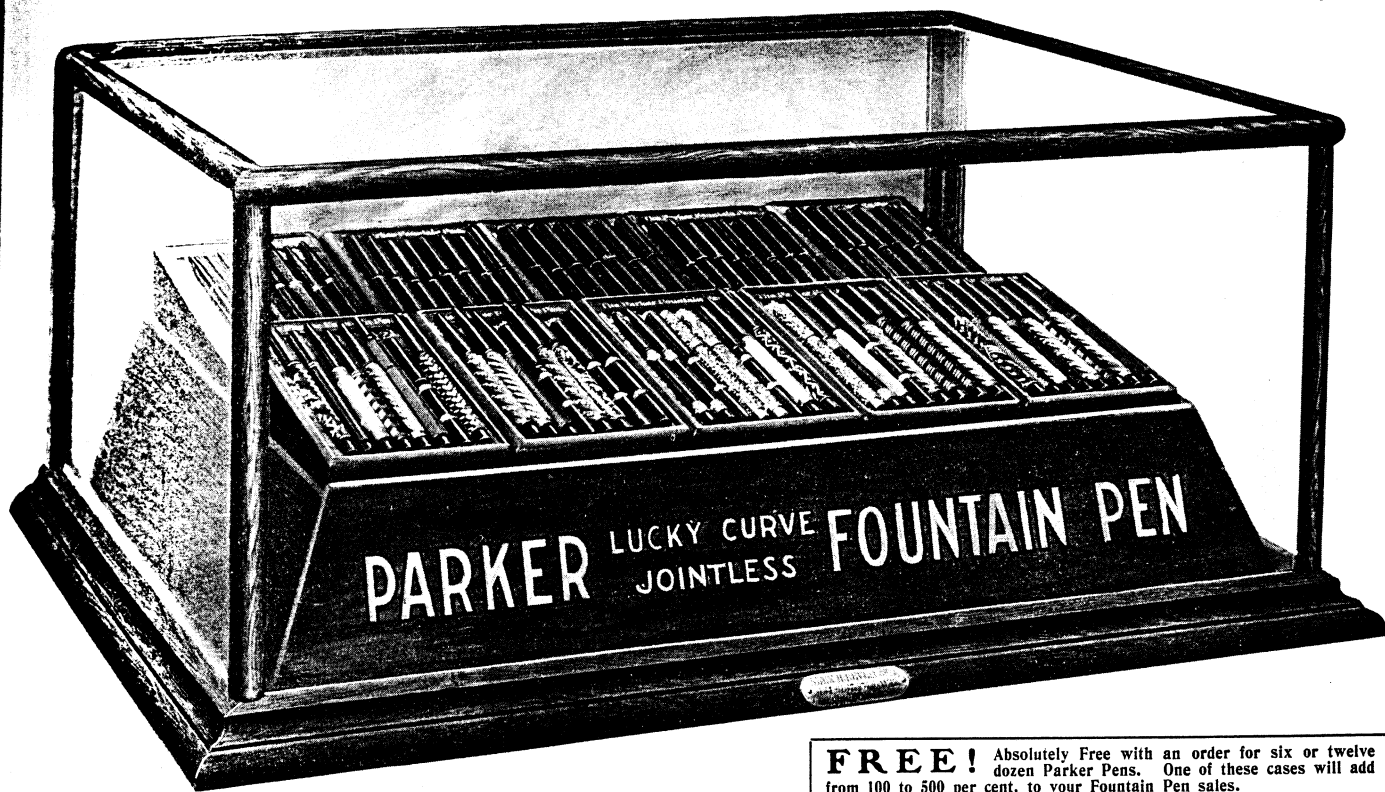
Yours very respectfully, E. V. KAVANAGH,
Editor "The Bottineau Courant."

"This is the pen that never balks,
That quickly writes the people's talks,
And sets at rest the worries of men—
The Speedy Parker Fountain Pen."

Can You Beat This for an Order in Rhyme?

It goes away, it will not stay, the Parker Fountain Pen.
We've ordered more than 'er before, to suit all sorts of men.

R. W. BURTON, Auburn, Ala.



FREE! Absolutely Free with an order for six or twelve dozen Parker Pens. One of these cases will add from 100 to 500 per cent. to your Fountain Pen sales.

From the Philippines.

SAN CLEMENTE, P. I., Nov. 6, 1900.

The Parker Pen Co., Janesville, Wis.

SIRS:—The Parker Pen I ordered of you some time ago has been received, thoroughly tested, and has exceeded all expectations, not only in design and finish, but also in the excellence of its work.

Yours truly, GEO. L. JOHNSON,
Co. "G," 17th U. S. I., Manila, P. I.

This Man is Progressive.

SOUTH McALESTER, I. T., Dec. 7th, 1900.

Mr. Geo. S. Parker, Janesville, Wis.

DEAR SIR:—Parker Pens and case shipped me on the 17th of November were duly received, and am very much pleased with them. They were all in good order, and believe I will be able to do a good business with them. I have handled the Waterman for the past two years, but since I examined the "Lucky Curve," I will buy no others. I am using one every day, and it works beautifully.

Yours very truly, FRED McINTYRE.

There Are Good Reasons.

What makes the Parker Pen outsell other pens? Because there is in all lines one "best." In the fountain pen line, we were not content with merely having a good pen, but we wanted the best. Were it not for this, there would to-day be no "Lucky Curve," which is known the wide world over as synonymous with the best in fountain pen making.

The Anti-Break Cap.—This simple little device, which was patented only a few months ago, has, by the wonderful strength of the cap and the warrant for one year against breakage, added new laurels to the Parker Pen.

The Spring Lock.—This simple little device, which was patented in 1899, has revolutionized fountain pen making, doing away with leaky joints, breakable screw threads, etc. Already numerous poor and cheap imitations are springing up, but the Spring Lock is the original Jointless pen, and is covered by valid foundation patents, which make it dangerous to purchase cheap imitations or infringements.

Another thing. Thousands and thousands of dollars are invested in advertising the Parker Jointless "Lucky Curve." It has, and will continue to be advertised, so as to create trade for you right among your own customers.

Remember, there is absolutely no other high grade pen that pays the rate of profit the Parker Pen does, that is advertised for the **direct benefit of the dealer.** Does this not mean much to you?

The Geo. S. Parker Old Style Fountain Pen.

Reduction

We have been asked many times for a pen that our customers could sell that was stamped "Parker," and fitted with the "Lucky Curve" and fully warranted. To do this we have decided to make a sweeping reduction in the price of our old style pens, which will enable our friends to sell these high-grade goods at the same price charged for inferior goods sold under any name. The same high quality will be maintained in the goods even at the reduced figures. The only thing that has suffered in the reduction is the price. Why sell inferior makes of pens when you can buy Parker No. 1 to sell at \$1.50?



No. 1. Plain barrel, former price, \$2.00. Now \$1.50.



No. 3. Ladies' size, former price, \$2.50. Now \$2.00.



No. 3. Chased barrel straight or taper cap, former price, \$2.50. Now \$2.00.



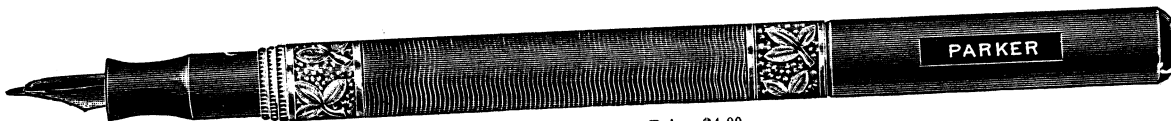
No. 5. Spiral black or mottled rubber, former price, \$3.00. Now \$2.50.



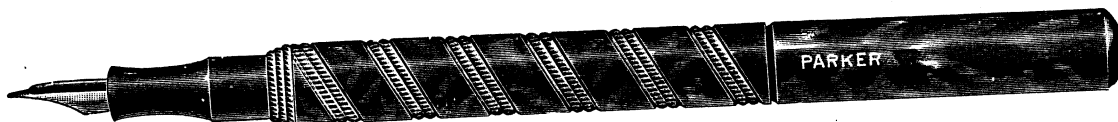
No. 6. Fountain, ladies' or gentlemen's size, gold mounted. price, \$3.00.



No. 8. Hexagon, former price, \$3.00. Now \$2.50.



No. 9. Gold mounted. Price, \$4.00.



No. 10. Twist. Price, \$3.00.



No. 11. Gold. Price, \$6.00. Silver, same pattern, \$5.00.



No. 11. Aluminum. Price, \$3.50.

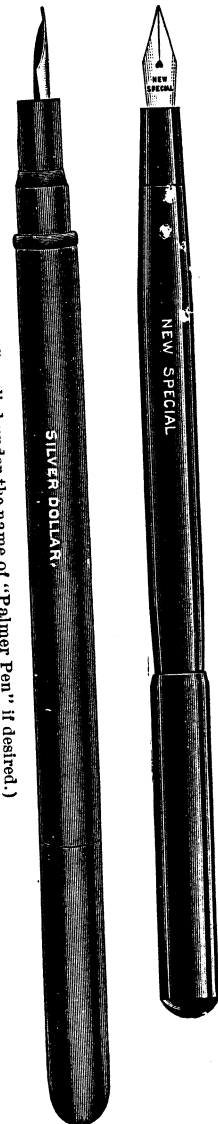


No. 12. Full Pearl. A beauty. Price, \$6.00.

These prices are really i gains. If you want some sell cheap, here they are. V permit dealers to make the own selling prices on the two styles. These pens ar both screw joint and do no have the Lucky Curve.

Silver Dollar
Upper or
lower feed
as desired.
Price, \$1.00.

New Special
(Cut 3/4 size).
Price, \$1.50.



(Supplied under the name of "Palmer Pen" if desired.)

Small circulars, signs for both outdoor and indoor display sent with any order if customers will use them judiciously.



No. 021. PRICE, \$3.50.

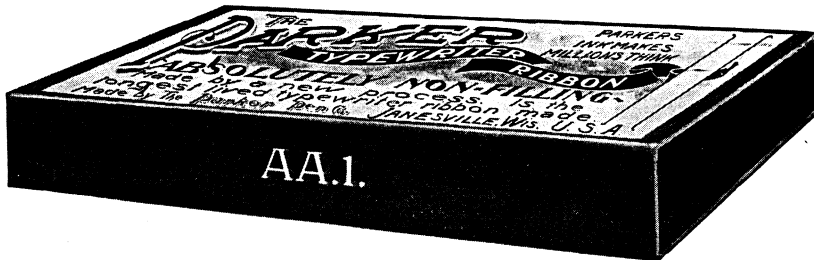
Which was put out for the first time in November last, has proven a great seller. In fact, we have had a good deal of difficulty to keep up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen. A few of these in your stock of pens will brighten up the display wonderfully.



No. 30. PRICE, \$10.00.

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past six weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are a lot of people in this country who are willing to pay the price. We sold more than ten times as many of these high priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. To put one of these beautiful pens in stock, put it in the plush box and put in your show case, with a little pasteboard ticket with the price plainly printed on it, is as good an advertisement as half a column in the newspaper, for all your customers will tell about the \$10.00 pen in your store. If you order one or more, and cannot sell them, you can exchange them at any time for other goods. You can sell them, however, and probably several of them, in the course of a year, for there are always in every community people who will buy such articles, no matter what the price. Plush Hinged Cover Box, \$1.00 extra.

Parker Typewriter Ribbons.



The Typewriter Ribbon business can be worked up to goodly proportions, for there are undoubtedly many machines in your town. Agents for the big trust companies have been visiting your town and soliciting and getting the trade direct. Why not keep the money circulating at home? Have your brightest clerk pay a personal visit to all the users of typewriting machines in your town and secure this trade yourself. The Parker Typewriter Ribbons are the result of a great deal of experimenting. We can recommend them to our trade with the assurance that they will be much pleased with them. They are made of the finest imported French fabric—tough and long-lived, are thoroughly and well inked

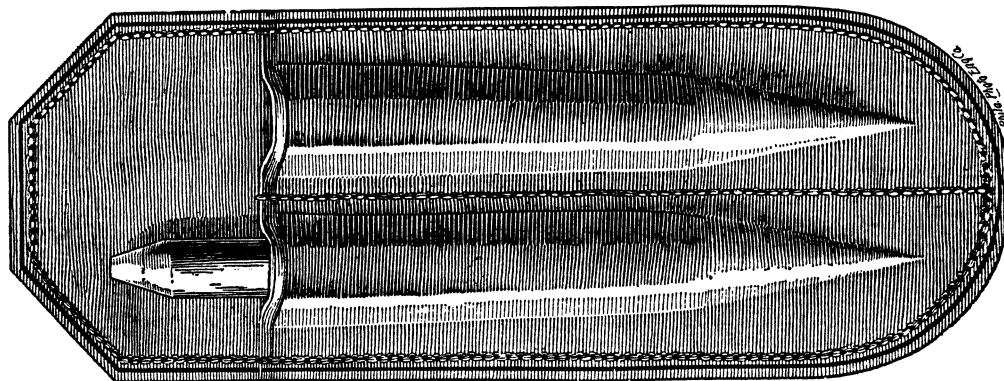
by a process distinctly our own. They will make a splendid copy, and are as near perfection as it is possible for a ribbon to be. These ribbons are the outgrowth of our watching the work done on our six typewriting machines which are in constant daily use in our office, and as a result the ribbons we offer are those which we know will please you.

PRICES:

- Parker Ribbon, Quality AA1, assorted colors as desired, packed in air-tight glass jars, \$1.00
 - Parker Ribbon, Quality AA1, full nine yards, packed in handsome lithographed boxes,75
- Same Discounts as on Pens.

Repairs.

If you have fountain pens of **any kind** that need repairing, you will kindly bear in mind that we are prepared to do repairing of all kinds neatly and in a satisfactory manner. We have one of the most complete factories for hard rubber manufacturing in the country. In sending repairs, always send a letter of instructions as to what is wanted, and do not fail to mark package with name, so we can identify.



Fountain Pocket Holder.

PRICES.

- No. 1 Pocket, 1 part, . . . 10c
- No. 2 Pocket, 2 parts, . . . 15c
- No. 3 Pocket, 3 parts, . . . 25c

Subject to same discount as pens.

Trade Discounts.

The following liberal discounts will apply to the Parker Pens and other goods listed in this issue of Side Talks: In lots of $\frac{1}{4}$ dozen or excess, 40 per cent. discount; lots of one dozen or greater will carry the highest rate of discount, namely 50 per cent. The above discounts will also apply to the "Special" Fountain Pen. On the "Silver Dollar" Fountain Pen, in lots of $\frac{1}{4}$ dozen or excess, $33\frac{1}{3}$ per cent., and on one dozen or upward, 40 per cent.; all subject to a cash discount of 2 per cent. if the bill is paid within ten days from date, otherwise thirty days net.

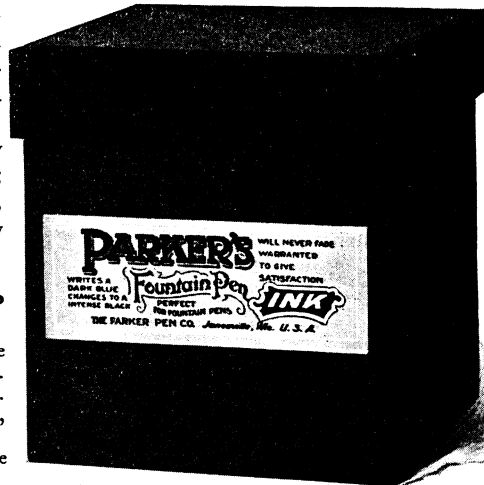
The exception to the foregoing will be, dealers whose accounts show that they have purchased of us within one year preceding date of order \$50.00 worth or more of our goods, will be entitled to highest quantity discount on all purchases, large or small.

Condensed Price List of Parker Inks.

Our ink business has, in a short time, grown to proportions that are very pleasing to us. We are not trying to make a "cheap" ink, but an ink that is so good that the user will call for it the second time and become a regular customer. We also want to say a word about our Typewriter Ribbons. We know we can please you on these. May we not have your next order as a trial? Parker Mucilage, Parker Glue and Parker Library Paste are all good sellers. By the way, our Office Paste is the greatest convenience ever known in home, office or factory. For mounting photos or pasting of any sort it is unsurpassed. If you once own a jar you will never keep house without it. We do not send inks or liquids by mail; always by express or freight.

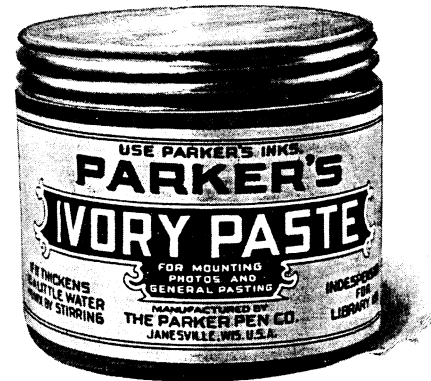
Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4 ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label. Whether you are druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens. Retail at from 15 to 25 cents per bottle. Price to the trade, 90 cents per dozen, net. Try a few dozen. It will almost sell itself.



Parker's Ivory Paste

Answers every requirement that mucilage can be put to, and ten times more convenient. Cleanly, fragrant, pure white. A wonderful seller where its uses become known, in office, library or home. Put up in handsome 4 ounce jars. Retail price, 20 cents. Net price to the trade, \$1.20 per dozen. Try one-quarter gross and you will soon order more. We cannot recommend this great convenience too strongly.



Do you pay Trust Prices?

We are members of the Ink Trust. Hence our price is ~~41.00~~ less 50 per cent. per dozen quarts on Writing Fluid. Combined Writing and Copying Fluid, \$8.00 per dozen, less 50 per cent.

Do not pay more for these. These prices will buy the best.

Parker's Black Ink.



	List.	Gross. Net.
2 oz. Cones, per doz.,	\$.60	\$3.00
4-oz. Bottles, per doz.,	1.20	

Parker's Writing Fluid.

Quarts, full measure, per dozen,	\$7.00
Pints, full measure, per dozen,	4.00
½ Pints, full measure, per dozen,	2.40
2-oz. Bottles, per dozen,	1.20

Special price in grosses.

Parker's Combined Writing and Copying Fluid.

Quarts, full measure, per dozen,	\$8.00
Pints, full measure, per dozen,	5.00
½ Pints, full measure, per doz.,	3.60
4-oz. Bottles, full measure, per dozen,	2.40

Parker's Magic or Invisible Ink.



A good deal of a novelty, yet it has quite a sale. A sheet can be written and no one be aware of its contents unless the sheet is heated, when the writing appears.

Price, per dozen, . . . \$3.00

Parker's Self-Copying Ink.



A very heavy ink. Used where one desires to copy without a regular press.

4-oz. Bottles, per dozen,	\$2.40
½-Pint Bottle, per dozen,	4.80

Parker's Red Ink.



2-oz. Bottles, full measure, per dozen,	\$1.20
4-oz. Bottles, full measure, per dozen,	2.40
½ Pint Bottles, full measure, per dozen,	3.60

Parker's Liquid Glue.



2-oz. Jar, round, large mouth,	
per dozen,	\$1.20

Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

Parker's Mucilage.



	Per doz.
2-oz. Bottles,	\$.60
4-oz. Bottles,	1.20
½ Pint Bottles,	3.00
Pint Bottles,	4.50
Quart Bottles,	8.00

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ABOUT THE GEO. S. PARKER FOUNTAIN PEN AND OTHER SUBJECTS.

APRIL, 1901.

JANESVILLE, WIS., U. S. A.

No. 31.

Lay Hold of Passing Opportunities

And Grasp Them With Both Hands, with a Firm
Determination to Win, and Success will be Yours.

If You do not find as many Opportunities as you wish, CREATE THEM!



NO man ever made a success of business who would let every little obstacle in his pathway discourage him. The successful business-man of today is the hardworking man, the man who uses his brain, who utilizes the means at hand, directs them to the advancement of his business. ❧ ❧ ❧ Opportunities, obstacles and even losses

“SHARPEN THE WITS,”

develop the real man and make him stronger and better equipped for the next and more important battle.

Have you developed your Fountain Pen trade as it should be,—as it can be? Has it been more or less of an incident to your business? Have you realized that by our extensive advertising we have been creating business for you right in your own town?

As a customer told us a few days ago: “We have sold quite a number of Parker Pens during the past year, but have paid no particular attention to the trade, but we have sold enough and see indications to convince us that there is a lot of trade to be had, and we propose to get it.” That is the spirit to show and the plan to get it.

Equip Yourself with the Right Kind of Weapons,—

A good assortment of “Lucky Curves,” so as to suit all needs,—a special show-case to put them in to make a nice display, for advertising purposes,—a bright, happy disposition that will dispense sunshine and good cheer—a perfect understanding of the Parker Pen, so that you can make your prospective customer just as familiar with its good qualities as you are yourself. Thus equip yourself, and we will guarantee results and promise you that 1901 will be a banner business year, that will bring you happiness as well as dollars.

Sincerely,

Key Numbers.

Did you ever hear of a "key number"? They are useful things to advertisers.

We have been asked many times why we use "10 Mill St." or "22 Mill St." or "90 Mill St." as the case might be.

We will tell you a little secret:

We do it to ascertain what publication furnishes us with the greatest number of replies and the largest business.

Each number we attach to "Mill St." represents some publication in which we advertise. You know when people answer advertisements, they are very careful to get the address just right.

So when we receive a letter addressed "The Parker Pen Co., 10 Mill St.," we know that the writer saw our advertisement in the Ladies' Home Journal, and that paper gets credit accordingly.

If it is addressed "16 Mill St.," then the Cosmopolitan is credited, and so on down the entire list.

Pretty nearly all large advertisers key their advertisements in some way, some using "Dept. A," or "Dept. B," some a box number, etc.

Are You a Duck Hunter?

If you were going duck hunting, you would be pretty sure to take more than three or four loads of shot with you. Then when you got to the place where ducks were usually found, you would make the place just as attractive to ducks as you could. The result would be, if any ducks were flying and you were a good shot and had plenty of ammunition, you would be pretty apt to get your share of game.

So it is in selling Fountain Pens. Some men really expect to do a lot of business with a stock of two or three pens. They will probably sell about as many pens as the duck hunter would get ducks, were he to go gunning with about two rounds of ammunition.

The greatest trade winners are the dealers who adopt modern and scientific methods that aid in bringing trade. The special show-case idea, with a complete and attractively kept stock, will bring remarkable returns. This is not a theory but a fact, and we could give you the names of hundreds of dealers, large and small, but all wide-awake fellows, who are making Fountain Pen selling a success. May we not enroll your name?

Yes, the Parker "Lucky Curve" Fountain Pen

Is a Really Good Pen. It is a pen so good that those who buy it say a pleasant word in its behalf to their friends. We try to make our pens good enough to deserve the kind words of recommendation. We make them the best we know how.

Have you thought of buying a Parker "Lucky Curve" some time, when the "favorable opportunity" is presented? Here is the opportunity. Do you not know you have missed a great deal of genuine comfort by delaying your purchase? Nearly 7000 of the best dealers sell the Parker Pen. Perhaps it is sold right in your own city. Write us and we will tell you. If it is not we shall be pleased to fill your order direct from the factory.

Remember, this is the pen that has these valuable patented improvements: the "Lucky Curve" feed, Anti-Break cap, Spring Lock instead of old-fashioned screw. No other pen is so good, because no other pen can use these improvements.

Cuts about $\frac{3}{4}$ size.

No. 018, Price, \$2.00.

This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or "that girl" you can do it with a Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.



No. 020, Price, \$2.50.

This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money, we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse, or stub point, as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021.

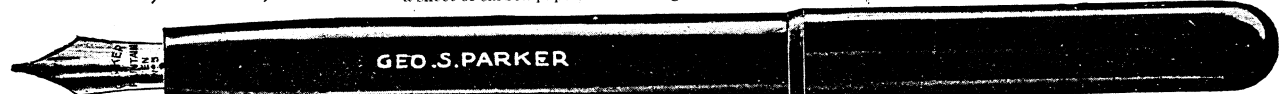


No. 023, Price, \$3.00.

For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.

No. 024, Price, \$4.00.

Not illustrated for lack of space. Much larger than the No. 023. Has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with Manifold Pen, for Physicians' use. For writing prescriptions the busy physician will find this pen a boon. With one writing, by using a sheet of carbon paper, both an original and duplicate copy are made.



No. 025, Price, \$5.00.

Is next to the largest size pen we manufacture. Only one size larger is made—No. 026, price, \$6.00, which we cannot illustrate on account of lack of space. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful, large, shining, gold pen has won for it the name of the "professional man's pen." Fully as many pens of this style are, however, sold to other than professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother, or husband, this pen would make a present that would last a lifetime, and afford a never-ending source of pleasure.

In ordering direct, be sure and state catalogue number, style of point, whether fine, medium, coarse or stub. Booklet free. Old style Screw Joint Pens, \$1.00 and \$1.50.

THE PARKER PEN COMPANY, 90 Mill Street, Janesville, Wis.

[From the SATURDAY EVENING POST, March 23d. This will appear in the same publication April 20th.]

Do you know of any other high grade pen that has been so extensively advertised to turn trade your way? Every retail order, every inquiry that comes to us in response to our advertising in the Youth's Companion, Munsey, Cosmopolitan, Saturday Evening Post, and others, are immediately referred to the dealer who sells Parker Pens in the territory from whence these inquiries come. We do not believe in selling goods over the head of the dealer. We consider the dealer who sells Parker Pens worthy of all the favors we can turn his way. Is not our method of doing business right?

REMEMBER, we repair all makes of Fountain Pens.

The Geo. S. Parker Jointless Lucky Curve.

No Joints,
No Threads,
No Leaks.

Contains **3** Patented
Improvements

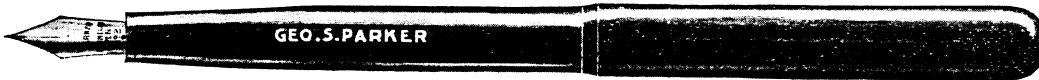
ANTI-BREAK CAP, Pat. July, 1900.
LUCKY CURVE FEED, Pat. Jan., 1894.
SPRING LOCK, Pat. April, 1899.



Showing feeding mechanism removed ready for filling.



Parker Jointless "Lucky Curve" No. 018. Price, \$2.00.



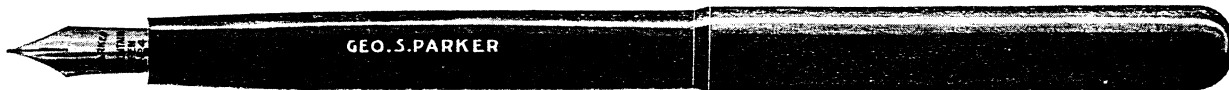
Parker Jointless "Lucky Curve" No. 020. Price, \$2.50. With manifold point same price.



Parker Jointless "Lucky Curve" No. 020. Ladies' size. Price, \$2.50.



Parker Jointless "Lucky Curve" No. 023. Price, \$3.00. With manifold point same price.



Parker Jointless "Lucky Curve" No. 024. Price, \$4.00. With manifold point same price.



Parker Jointless "Lucky Curve" No. 025. Price, \$5.00. (Cut nearly full size.)



Parker Jointless "Lucky Curve" No. 026. Price, \$6.00.



Parker Jointless "Lucky Curve" Shorthand and Bookkeeper's Pen. Large. Price, \$4.00.

"Hair line," fine, medium, coarse or stub points, as ordered. Cuts about $\frac{3}{4}$ size.

Trade discounts on page 7.

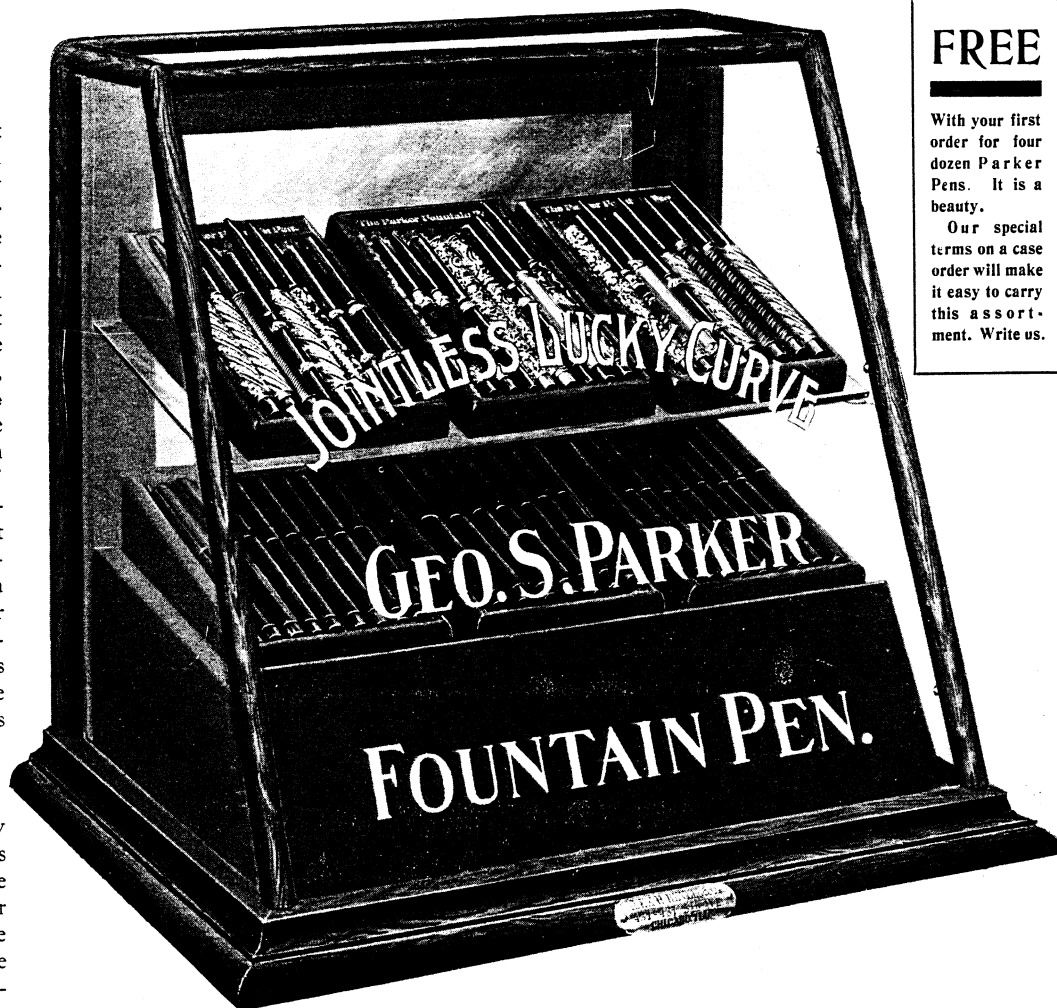
A WORD ABOUT REPAIRS.

One of the secrets of successful Fountain Pen selling is to always keep the pens looking nice and to have them work well. In handling them, they may, in time, lose some of their lustre, or the price-bands may become soiled, or possibly some pen has gotten out of adjustment, or maybe some pen has proven itself a "black sheep," so to speak, and is not working as it should. Under any or all of the above circumstances, we invite and request that you return to us, at any time, any such stock and we will gladly put it in apple-pie order for you, without a cent of charge (unless broken). Remember, it will be a pleasure to us to have you do this, for your success means our success. You will sell many more Fountain Pens by taking advantage of this request and keeping up your stock as it should be. In returning the fountains, empty ink from the barrels. Do not return the boxes or fillers. Do the pens up in small package and send them to us by registered mail—not ordinary mail. Put your name on the package, and a short note telling us what is wanted.

Let Us Reason Together.

IF we were only eloquent enough to convince you that one of our little show cases in the front part of your store would do what we claim, you, as the good business man that you are, could not get your order to us fast enough. These little cases are really **Silent Salesmen, Attractive, and Trade Suggesters.** They invite your customers to see the pen with the "Lucky Curve," which they have seen advertised so much. They suggest the opportunity for purchasing, which they have had in mind for some time. Under these circumstances, they produce trade in a way that is simply gratifying to the live man of business, who gets rich by embracing the right opportunities when they are presented. As a matter of fact, you have probably thought a good many times that you would like to have a case especially adapted for fountain pens, but you have been so busy that you have sort of neglected the opportunity to write us about it.

You may have thought that you could not handle so many fountain pens as a case assortment. That is because you have not looked into the matter as deeply as you should. Don't think terms and conditions are prohibitive in your carrying and maintaining a stock of four dozen, six dozen or a gross of "Lucky Curves." We have studied both sides of the question carefully. We know if you will put yourself in the proper condition to sell Parker Pens, you will sell more Fountain Pens in the future by far than you have sold in the past. We have therefore a personal interest in the matter, and in the way of time, we have three plans of payment that will make it so easy for you to carry a proper line that you will thank us for getting you started in a



FREE

With your first order for four dozen Parker Pens. It is a beauty.

Our special terms on a case order will make it easy to carry this assortment. Write us.

modern, scientific, trade-winning method. Write us to-day with the determination that if there is any better way known than you have been following, that you want to know what it is. We shall be glad to hear from you and give you the information we want you to possess.

It Always Does.

The Parker Pen Co., Janesville, Wis.

MARINE CITY, MICH.

GENTLEMEN:—Find enclosed draft for \$——. I have found the case assortment of Parker Fountain Pens satisfactory. The display case has been the means of selling many of them. Yours truly,

W. W. BRIDGES.

The No. 026—a magnificent large sized pen, and a seller. The only pen of this size on the market that successfully controls the flow of ink. Order two or three and you will make no mistake.

There is None so Good.

The Parker Pen Co., Janesville, Wis.

GENTLEMEN:—I thought I had found a Fountain Pen that would beat the Parker, but after 60 days' trial I am disgusted with it and must confess, the Parker is far superior to any I have yet handled. I have decided to stay with the "Lucky Curve."
Yours respectfully,

GEO. A. LIMBACH.

JACKSON, MISS.

The Parker Pen Co., Janesville, Wis.

GENTLEMEN:—Parker Pen received and entirely satisfactory.
Yours, etc.,

S. S. CALHOON.

(From the well-known Judge Calhoon.)

Has Business been a little Slack?

Then work to make it better. Is it good? Then try to increase it. If business is a little slow, remember—the engineer puts on more steam to carry his train up grade. There is Fountain Pen business to be had, and a lot of it, right among your own customers. It's yours and belongs to you, BUT YOU MUST WORK TO DEVELOP IT.

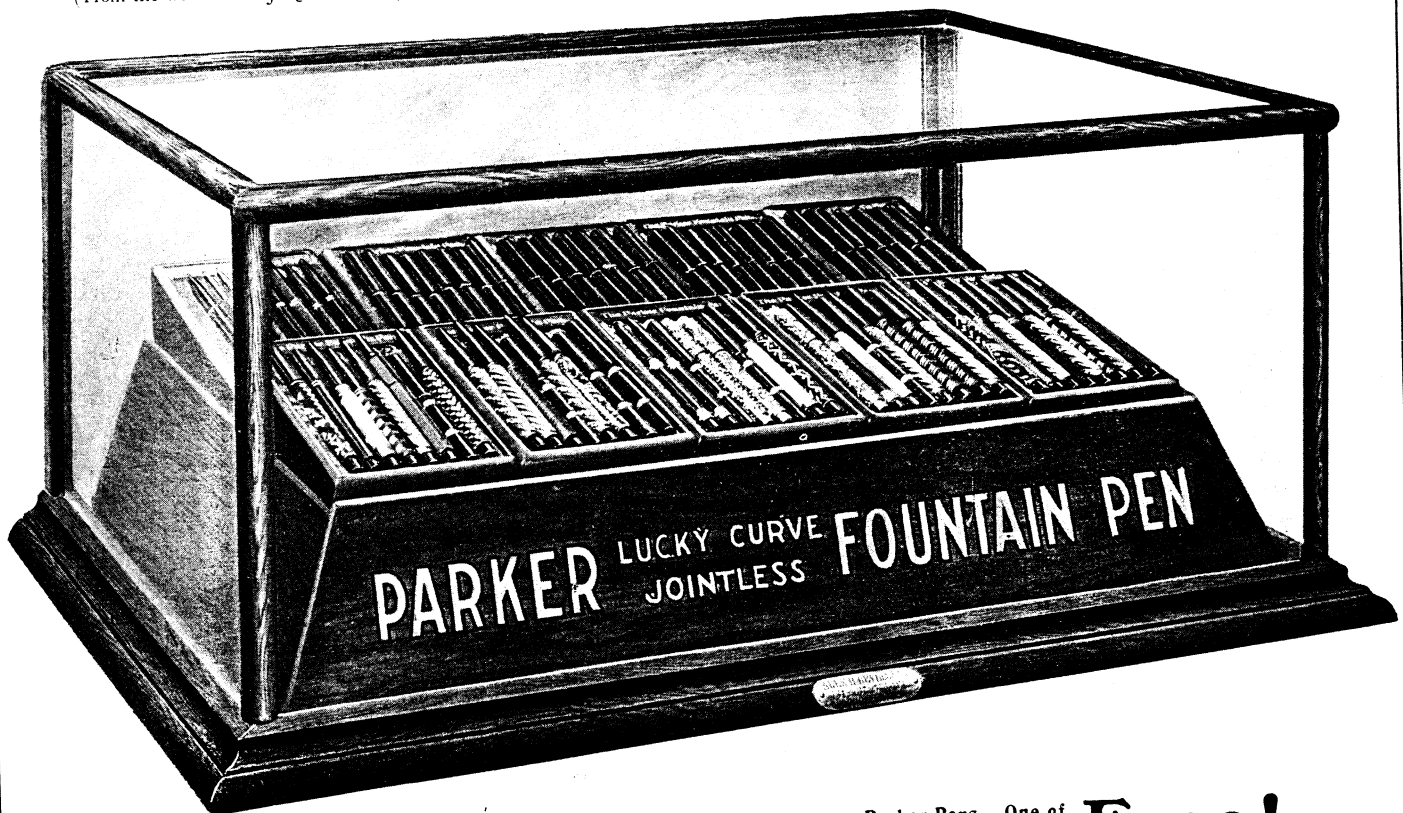
AUSTEN, W. VA.

The Parker Pen Co., Janesville, Wis.

DEAR SIR:—The No. 020 Jointless Pen which I received some time ago is entirely satisfactory, and in my opinion far superior in every respect to the Waterman Fountain Pen, one of which I have been using for some time. It is a relief to be able to write all day without getting ink on one's fingers, and with your pen, carelessness alone can bring about such a result.

Yours very truly,

DAWSON S. MAYNARD.



Free! Absolutely Free with an order for six or twelve dozen Parker Pens. One of these cases will add from 100 to 500 per cent. to your Fountain Pen Sales. **Free!**
WRITE FOR SPECIAL OFFER ON THESE ASSORTMENTS.

There Are Good Reasons.

What makes the Parker Pen outsell other pens? Because there is in all lines one "best." In the fountain pen line, we were not content merely having a **good** pen, but we wanted **the best**. Were it not for this, there would to-day be no "**Lucky Curve**," which is known the wide world over as synonymous with the best in fountain pen making.

The **Anti-Break Cap**, which, while an improvement adopted only a few months ago, has, by the wonderful strength of the cap and the warrant for one year against breakage, added new laurels to the Parker Pen.

The **Spring Lock**.—This simple little device, which was patented in 1899, has revolutionized fountain pen making, doing away with leaky joints, breakable screw threads, etc. Already numerous poor and cheap imitations are springing up, but the Spring Lock is the original jointless pen, and is covered by valid foundation patents, which make it dangerous to purchase cheap imitations or infringements.

Another thing. Thousands and thousands of dollars are invested in advertising the Parker Jointless "Lucky Curve." It has, is and will continue to be advertised, so as to create trade for you right among your own customers.

Remember, there is absolutely no other high grade pen that pays the rate of profit the Parker Pen does, that is advertised for the **direct benefit of the dealer**. Does this not mean much to you?

\$3.50 per dozen quarts, net, for Writing Fluid. Why pay \$5.40 or \$5.80, when you can buy the Parker—the best—for \$3.50?

The Geo. S. Parker Old Style Fountain Pen.

Reduction

We have been asked many times for a pen that our customers could sell that was stamped "Parker," and fitted with the "Lucky Curve" and fully warranted. To do this we have decided to make a sweeping reduction in the price of our old style pens, which will enable our friends to sell these high grade goods at the same price charged for inferior goods sold under any name. The same high quality will be maintained in the goods even at the reduced figures. The only thing that has suffered in the reduction is the price. Why sell inferior makes of pens when you can buy Parker No. 1 to sell at \$1.50?



No. 1. Plain barrel, former price, \$2.00. Now \$1.50.



No. 3. Ladies' size, former price, \$2.50. Now \$2.00.



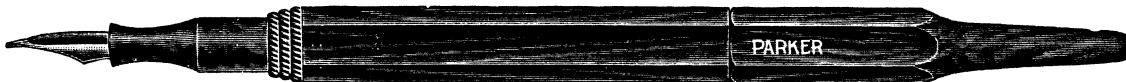
No. 3. Chased barrel, straight or taper cap, former price, \$2.50. Now \$2.00.



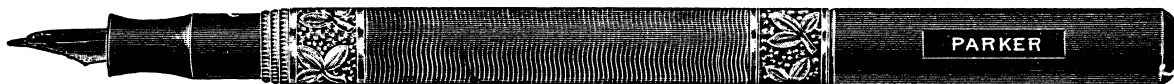
No. 5. Spiral, black or mottled rubber, former price, \$3.00. Now \$2.50.



No. 6. Fountain, ladies' or gentlemen's size, gold mounted, price, \$3.00.



No. 8. Hexagon, former price, \$3.00. Now \$2.50.



No. 9. Gold mounted. Price, \$4.00.



No. 10. Twist. Price, \$3.00.



No. 11. Gold. Price, \$6.00. Silver, same pattern \$5.00.



No. 11. Aluminum. Price, \$3.50.

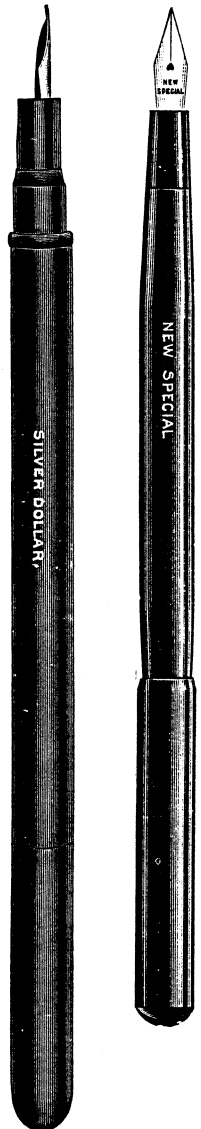


No. 12. Full Pearl. A beauty. Price, \$6.00.

These prices are really bargains. If you want some pens to sell cheap, here they are. We permit dealers to make their own selling prices on these two styles. These pens are both screw joint and do not have the Lucky Curve.

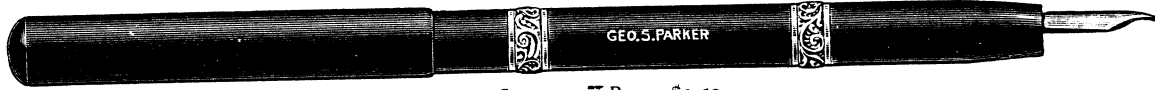
Silver Dollar upper or lower feed as desired. Price, \$1.00.

New Special (Cut 3/4 size). Price, \$1.50.



(Supplied under the name of "Palmer Pen" if desired.)

Small circulars, signs for both outdoor and indoor display sent with any order if customers will use them judiciously.



No. 021. JOINTLESS. PRICE, \$3.50.

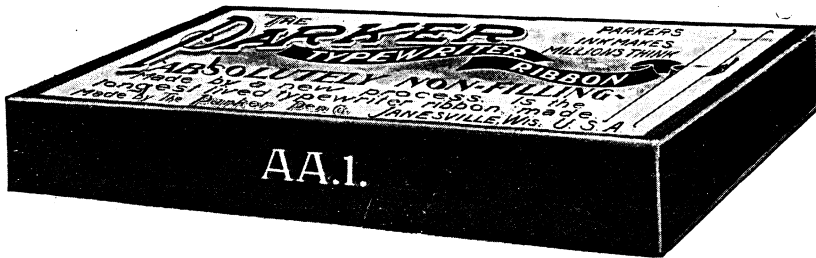
Continues to be a great seller. In fact, we have had a good deal of difficulty to keep up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen. A few of these in your stock of pens will brighten up the display wonderfully.



No. 30. PRICE, \$10.00.

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past few weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are a lot of people in this country who are willing to pay the price. We sold more than ten times as many of these high priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold covered No. 30. To put one of these beautiful pens in stock, put it in the plush box and put in your show case, with a little pasteboard ticket with the price plainly printed on it, is as good an advertisement as half a column in the newspaper, for all your customers will tell about the \$10.00 pen in your store. If you order one or more, and cannot sell them, you can exchange them at any time for other goods. You can sell them, however, and probably several of them, in the course of a year, for there are not all in every community people who will buy such articles, no matter what the price. Plush Hinged Cover Box, \$1.00 extra.

Parker Typewriter Ribbons.



The Typewriter Ribbon business can be worked up to goodly proportions, for there are undoubtedly many machines in your town. Agents for the big trust companies have been visiting your town and soliciting and getting the trade direct. Why not keep the money circulating at home? Have your brightest clerk pay a personal visit to all the users of typewriting machines in your town and secure this trade yourself. The Parker Typewriter Ribbons are the result of a great deal of experimenting. We can recommend them to our trade with the assurance that they will

be much pleased with them. They are made of the finest imported French fabric—tough and long-lived, are thoroughly and well inked by a process distinctly our own. They will make a splendid copy, and are as near perfection as it is possible for a ribbon to be. These ribbons are the outgrowth of our watching the work done on our six typewriting machines which are in constant daily use in our office, and as a result the ribbons we offer are those which we know will please you.

PRICES :

- Parker Ribbon, Quality AA1, assorted colors as desired, packed in tin boxes, \$0.75
 - Parker Ribbon, Quality AA1, packed in handsome lithographed boxes, 0.75
- Same Discounts as on Pens.

Carbon Paper.

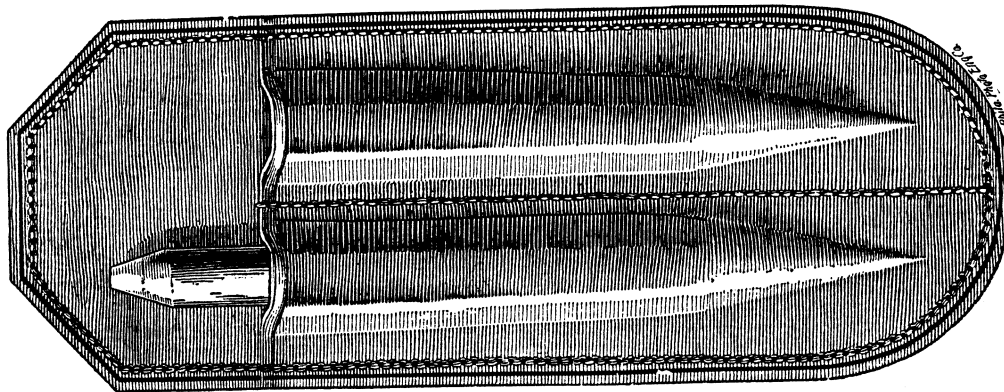
- 100 sheets in a box, size 8x12 inches, net, \$2.00
 - 50 sheets, 1.20
- No discount.

Fountain Pocket Holder.

PRICES.

- No. 1 Pocket, 1 part, 10c
- No. 2 Pocket, 2 parts, 15c
- No. 3 Pocket, 3 parts, 25c

Subject to same discounts as pens.



Trade Discounts.

The following liberal discounts will apply to the Parker Pens and other goods listed in this issue of Side Talks: In lots of 1/4 dozen or excess, 40 per cent. discount; lots of one dozen or greater will carry the highest rate of discount, namely 50 per cent. The above discounts will also apply to the "Special" Fountain Pen. On the "Silver Dollar" Fountain Pen, in lots of 1/4 dozen or excess, 33 1/3 per cent., and on one dozen or upward, 40 per cent.; all subject to a cash discount of 2 per cent. if the bill is paid within ten days from date, otherwise thirty days net.

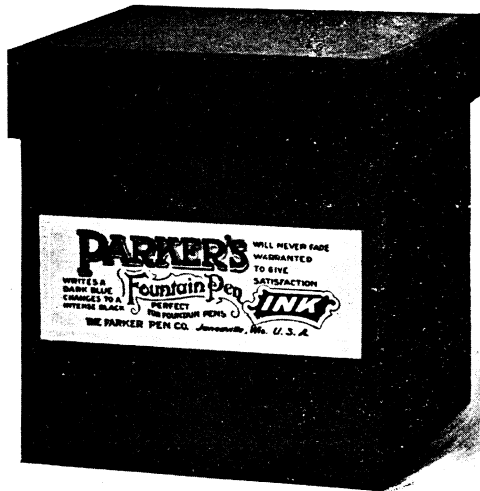
The exception to the foregoing will be, dealers whose accounts show that they have purchased of us within one year preceding date of order \$50.00 worth or more of our goods, will be entitled to highest quantity discount on all purchases, large or small.

PARKER FOUNTAIN PEN INK—always a good seller. **Retails 25c per bottle. \$1.00 per dozen net, to the trade, or \$2.70 per quarter gross box.**

INKS! Now is the time Inks, move. In buying your next bill, would you not like to save a few dollars? You can do it by buying Parker Inks. We guarantee the quality of our goods to be equal to the best. There is nothing better made. Of course there is no objection to your buying Trust goods, but you must expect to pay Trust Prices.

Do You Pay Trust Prices?

We are not in the Ink Trust. Hence our price of **\$7.00** less **50** per cent. per dozen quarts on Writing Fluid. Combined Writing and Copying Fluid, **\$8.00** per dozen less **50** per cent. Do not pay more for these. These prices will buy the best.



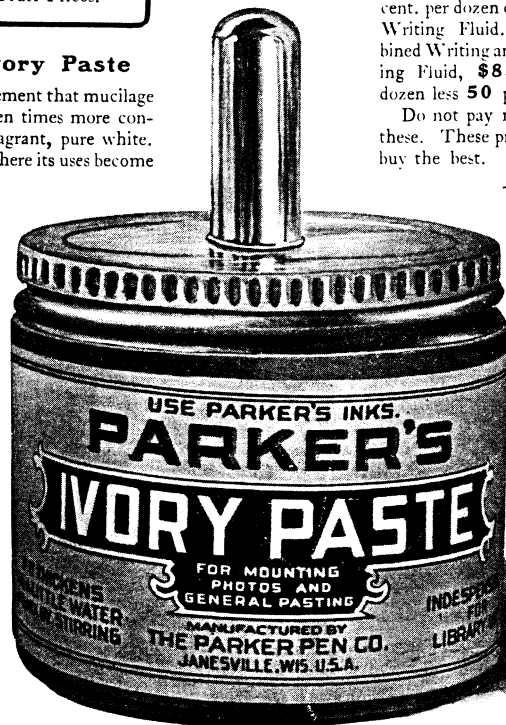
Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4 ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label. Whether you are druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens. Retail at 25 cents per bottle. Price to the trade, \$1.00 per dozen, net, \$2.70 per quarter gross. Try a few dozen. It will almost sell itself.

Parker's Ivory Paste

Answers every requirement that mucilage can be put to and ten times more convenient. Cleanly, fragrant, pure white. A wonderful seller where its uses become known, in office, library or home.

By the way, we have just gotten out a new package for Paste, which is the neatest and most common-sense thing that has ever been shown. In the center of the jar of Paste, a little receptacle is made. In THE PASTE, for the reception of the brush and water to keep the Paste from drying out. A little aluminum collar in the center of the jar holds the brush handle from coming in contact with the Paste. The dome in the cover is for the reception of the handle of the brush



when the cover is screwed on. A seller on sight. So simple and practical that it appeals to all.

Price, 30c each, \$1.60 per doz. net.

Parker's Black Ink.



List. Net.

2-oz. Cones, per doz., \$.60 \$3.00
4-oz. Bottles, per doz., 1.20



Parker's Writing Fluid.

Quarts, full measure, per dozen, \$7.00
Pints, full measure, per dozen, 4 00
½-Pints, full measure, per dozen, 2.40
2-oz. Bottles, per dozen, 1.20
Special price in grosses.

Parker's Combined Writing and Copying Fluid.

Quarts, full measure, per dozen, \$8.00
Pints, full measure, per dozen, 5.00
½-Pints, full measure, per doz., 3.60
4-oz. Bottles, full measure, per dozen, 2.40



Parker's Magic or Invisible Ink.



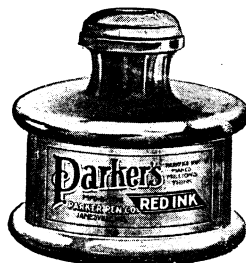
A good deal of a novelty, yet it has quite a sale. A sheet can be written and no one be aware of its contents unless the sheet is heated, when the writing appears. Price, per dozen, \$3.00

Parker's Self-Copying Ink.



A very heavy ink. Used where one desires to copy without a regular press.
4-oz. Bottles, per dozen, \$2.40
½-Pint Bottle, per dozen, 4.80

Parker's Red Ink.



2-oz. Bottles, full measure, per dozen, \$1.20
4-oz. Bottles, full measure, per dozen, 2.40
½-Pint Bottles, full measure, per dozen, 3.60

Parker's Liquid Glue.



2-oz. Jar, round, large mouth, per dozen, \$1.20
Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

Parker's Mucilage.



Per Doz.
2-oz. Bottles, \$.60
4-oz. Bottles, 1.20
½-Pint Bottles, 3.00
Pint Bottles, 4.50
Quart Bottles, 8.00

Subject to Discount.

Please read page 4 carefully. If you will follow our suggestions in regard to keeping up stock, you will save money.

SIDE TALKS

ABOUT THE GEO. S. PARKER FOUNTAIN PEN AND OTHER SUBJECTS.

SEPTEMBER, 1901.

JANESVILLE, WIS., U. S. A.

No. 32.

Do You Want to Get in Vibration with Success? Of Course You Do!

Then Adopt Successful, Modern, and Scientific Methods

THE CONDITIONS governing trade today are not those of twenty years ago. Methods concerning trade have undergone as great a change as modern methods of warfare differ from those of forty years ago.

Are you using modern methods? Do you have the best guns at your command? If not, how can you expect to win in the great Commercial battle.

Have you a complete line of Parker Pens? Have you one of our handsome Special Show Cases, in which to display them? If not, you are not in touch with the best methods known in Fountain Pen selling, for bringing the greatest success.

Remember

The "Little Things Make the Big." A successful years business is not made up of one master stroke, but of many, the sum total of which means

Success.

Are you adding to your success by selling the Parker "Lucky Curve," which is being advertised in *Munsey*, *McClure's*, *World's Work*, *Cosmopolitan*, *Ladies' Home Journal*, *Outlook*, *Collier's Weekly*, *Saturday Evening Post*, *Youth's Companion*, and many others?

These publications are read—our advertisements are read by your own customers. Are you not ready to gather the harvest? It is an opportunity you should not permit to pass by without making it yield you a profit.

We are just as anxious to help you as you are to help yourself, for your success means our success. Let us unite in a

SPLENDID, DETERMINED, AND FORCEFUL EFFORT

during the next few months to do a larger business, a better business than ever before.

That much prized and delicately poised thing known as good trade can be yours? It should be yours, you have but to claim it, through the medium of good goods, honest values, affable manners, pleasant words, kindly spirit and good judgment.

Sincerely yours,

The Parker Pen Co.
Geo. S. Parker.

Trade Promoters.

How many little opportunities lead up to greater things? In fact, we believe that a successful business is not made up of any one great stroke, but of a great many good little ones. The proprietor or clerk who is attentive, polite, tactful, diplomatic, and keeps the Golden Rule in mind, is bound to make a success. He cannot, from the very nature of things, be otherwise.

How many good opportunities are wasted, that ought to be utilized? The dealer who complains of hard times is neglecting business. He, who is complaining of slow business, is wasting business chances. Slow trade and what some people call hard times, should be called trade promoters. "Hard times" failures are in 95% due to the lack of get-up and hustle and an adaptation to the new set of circumstances. The great ocean liner, as she plows through the waves mountain high in a storm, puts on more steam; the officers and seamen are more alert and active, watching every indication, taking advantage of every favorable opportunity presented, and as a result, rides safely through into port.

What is the Parker Pen?

The Parker Jointless "Lucky Curve" is the embodiment of good things. First, the gold nib is of the finest quality, and of 14k gold, iridium tipped, in a great variety of points, so almost any hand can be suited.

The "Lucky Curve" not only feeds the ink perfectly to the point of the pen and in the exact quantity desired, but it drains the ink from the feed-channel back into the reservoir when the pen is carried in the pocket, so that the owner will not be annoyed by wiping off the end of the fountain when he next uses the pen; or, failing to do so, having inky fingers. The "Lucky Curve" feature is patented and is used exclusively in the Parker.

The Spring Lock makes possible the successful Parker Jointless feature.

Anti-Break Cap. A unique improvement. This cap is warranted against cracking or splitting for one year. It is not only more than five times as strong as any other cap, but it is exceedingly symmetrical and pleasing to the eye.

THE PARKER JOINTLESS received the high honor of being selected as the official pen with which Judge Day, President of the American Peace Commission, affixed his signature to the famous Spanish-American treaty recently signed at Paris.

In selecting a room-mate, you would want one who would be companionable and congenial, and in whose fellowship you would find pleasure. A good pen is a constant companion and a never-ending source of pleasure and genuine comfort. A poor pen will write after a fashion, for a time—so will a shingle nail. The Parker Pen is not a cheap pen, but good. It is made upon honor.

You Are Born to Conquer!

Some men seem born to conquest wherever they are; they are dominant and command the situation. They know that there is a way, and that by it they can overcome every obstacle.

A man of this stamp, who has the firm conviction that there lies within him such native strength, such ability to do

things, who has a passion for achievement and is convinced that he has power, vigor and courage, will seldom or never fail. He need only to remember that whatever he does must be governed by right.

Not in a Lump.

Did you ever stop to think that the man who gets his pleasure out of life from day to day, instead of waiting to get it all in one lump, at some indefinite time which so frequently never comes, is a good man to know? Such a one has a disposition that makes you glad he is your friend and you always feel better after you have met him. A character like this coupled with the desire to do right is worthy of imitation.

Such a disposition is not only a fortunate possession for its owner, but it is a good investment in a business way. You can instantly call to mind plenty of such people and with whom you like to trade. You feel that the friendly, pleasant word, the willingness to oblige, which they are always ready to do whether you purchase a pound of sugar or a winter's overcoat, make you feel so good that you really enjoy giving them your patronage.

We Like It.

We know of no business that we would rather engage in than the business of manufacturing the Parker Fountain Pens. Not that it is an especially easy job or particularly free from hard work, or that we expect to become anything more than an aggregation of toilers, whose object in life is to advance virgin rubber from a crude state, to a finished, polished and useful article known as the Geo. S. Parker Lucky Curve Fountain Pen. To make, market and sell our goods brings us in contact with a class of trade that always does us good to meet either personally or by letter. We usually aim to keep within gunshot of the Golden Rule, and try to treat our customers about as we would like to be treated were the relative conditions reversed.

Consequently the courtesies extended to us by our customers make us feel that our lines have indeed been drawn in pleasant places.

The Man and the Pen.

BY REV. GEO. C. FORT.

He sat with a fountain pen in his hand,
And a frown upon his face,
It was a cheap affair, and blotted the page,
He swore—and fell from grace.

"I'll better know, again," quoth he,
"Than buy such a cheap affair;
It breaks my thought, and soils my hand,
And makes, all gray, my hair."

He bought a Parker, and again he sat,
A smile upon his face;
With rapid move of a steady hand,
His thought with the pen did race.

"All writing now, is play," he cried:
"My task at the desk is light.
I will sing a song in my heart always
To the pen of perfect delight."

The Geo. S. Parker Jointless Lucky Curve.

No Joints,
No Threads,
No Leaks.

Contains **3** Patented
Improvements

ANTI-BREAK CAP, Pat. July, 1900.
LUCKY CURVE FEED, Pat. Jan., 1894.
SPRING LOCK, Pat. April, 1899.

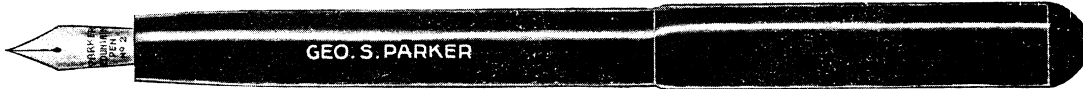


Showing feeding mechanism removed ready for filling.



No. 018, Price, \$2.00.

This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl" you can do it with a Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.

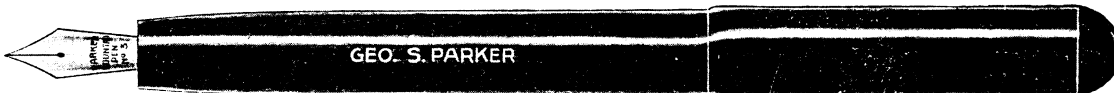


No. 020, Price, \$2.50.

This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money, we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point, as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$3.50 for gold mounted No. 021. A beautiful present for a birthday.

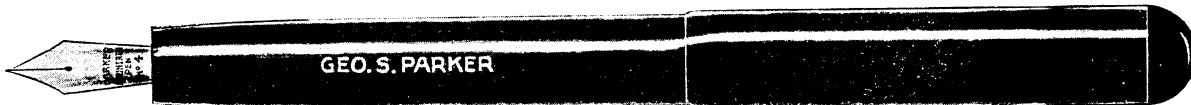


Parker Jointless "Lucky Curve" No. 020. Ladies' Size. Price, \$2.50.



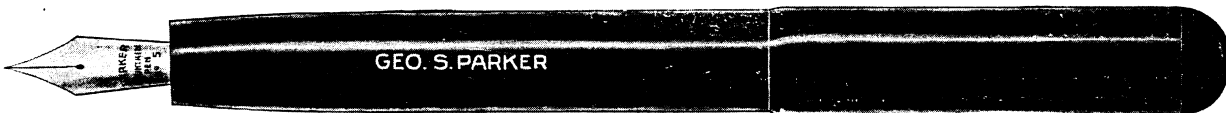
No. 023, Price, \$3.00.

For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.



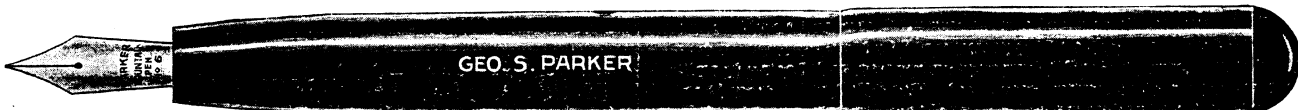
No. 024, Price, \$4.00.

Much larger than No. 023. Has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to a much greater degree. This style also furnished with a Manifold Pen, for Physician's use. For writing prescriptions the busy physician will find this pen a boon. With one writing, by using a sheet of carbon paper, both an original and duplicate copy are made.



No. 025, Price, \$5.00.

Is next to the largest pen we manufacture. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful, large, shining, gold pen, has won for it the name of the "professional man's pen." Fully as many pens of this style are, however, sold to other than to professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother, or husband, this pen would make a present that would last a lifetime, and afford a never-ending source of pleasure.



No. 026, Price, \$6.00.

This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.

"Hair line," fine, medium, coarse or stub points, as ordered.

Electros of cuts of pens and sample ad. furnished to any customer who will do local newspaper advertising. It pays.

Modern Methods.

If we were only eloquent enough to convince you that one of our little show cases in the front part of your store would do what we claim, you, as the good business man that you are, could not get your order to us fast enough. These little cases are really

Trade Inviters Trade Suggesters Trade Producers

They invite your customers to see the pen with the "Lucky Curve," which they have seen advertised so much. They suggest the opportunity for purchasing, which they have had in mind for some time. Under these circumstances they produce trade in a way that is simply gratifying to the live man of business, who gets rich by embracing the right opportunities which are presented.

As a matter of fact, you have probably thought a good many times that you would like to have a case especially adapted for fountain pens, but you have been so busy that you have sort of neglected the opportunity to write us about it. You may have thought that you could not handle so many fountain pens as a case assortment. That is because you have not looked into the matter as deeply as you should.



CORPUS CHRISTI, TEX.

Geo. S. Parker Pen Co.,
Janesville, Wis.:

DEAR SIRS—Yours of the 11th at hand.

As I am the official stenographic reporter of the county of Nueces and state of Texas. I can speak a good word for you.

I could not have been more satisfied with a fountain pen than I was with the "Lucky Curve," and I will do all I can for you.
Yours most respectfully,

F. B. WHEELER.



MUNCIE, IND.

The Geo. S. Parker Fountain Pen Co., Janesville, Wis.:

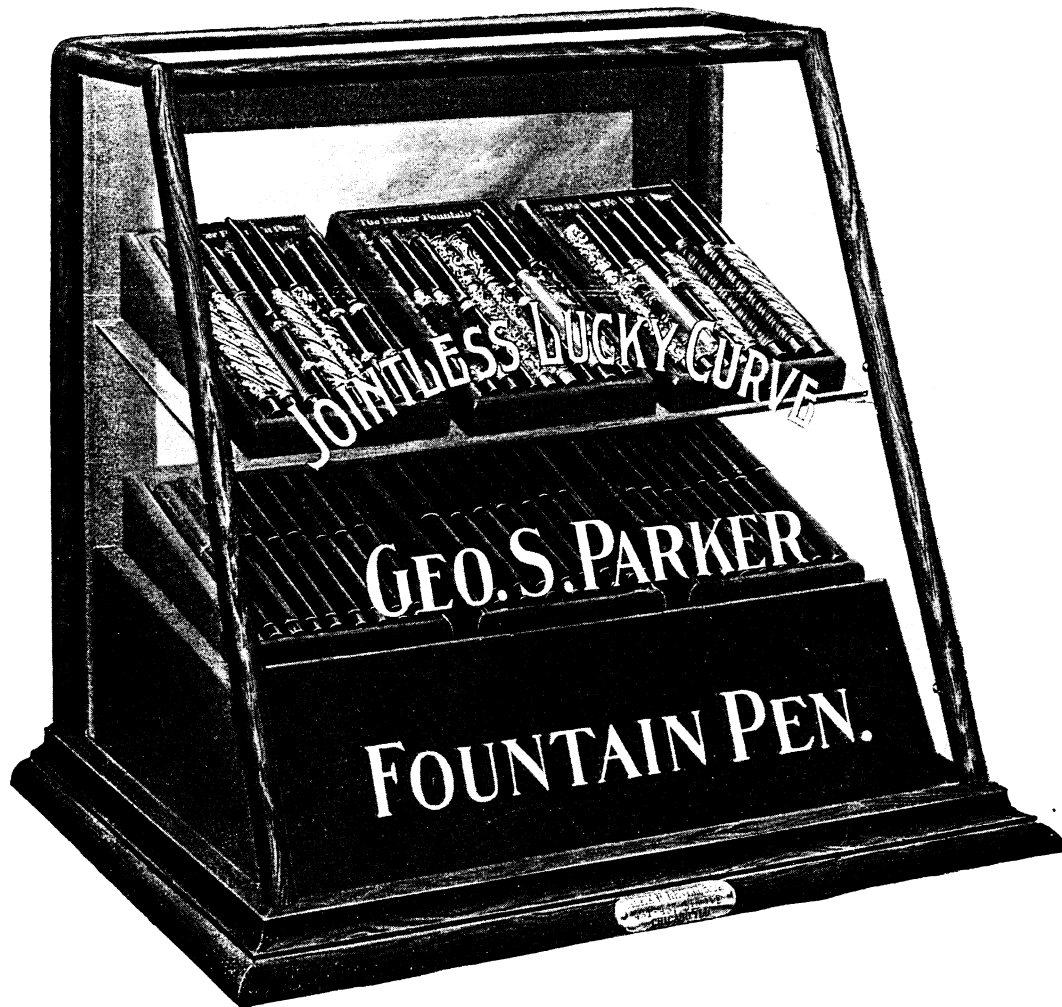
GENTLEMEN—I have used a great many different makes of fountain pens, but have never used one in any way equal to the "Parker." I do a great deal of examining for life insurance companies, and, having to write the examinations, I use a pen a great deal. The "Parker" I have found to be a perfect pen under any and all conditions for writing. So I take great pleasure in recommending the "Parker." Again thanking you for the favor, I beg to remain

Yours truly and always for the "Parker" Fountain Pen.

DR. EDGAR A. SHIELDS.

Do you think a four dozen or six dozen assortment too many to carry when you turn on the light of a few cold figures? Just as sure as the sun rises, you are missing an opportunity if you pass it by, or permit it to pass you by, if you do not embrace it, and time will demonstrate this truth.

Don't think terms and conditions are prohibitive in your carrying and maintaining a stock of four dozen, six dozen or a gross of "Lucky Curves." Write us to-day, with the determination that if there is any better way known than you have been following, that you want to know what it is. We shall be glad to hear from you and give you the information we want you to possess.



FREE This slanting front Case with your first order for four dozen Parker Pens. It is a beauty. * * * * *

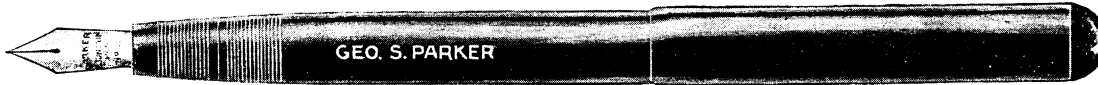
FREE The square upright Case with an order for six or twelve dozen. Cut of this Case shown on accompanying circular, "In Vibration with Success." * * * * *

THE GEO. S. PARKER SCREW JOINT "LUCKY CURVE" FOUNTAIN PEN.

ANTI-BREAK CAP. Warranted against Cracking or Splitting for One Year.



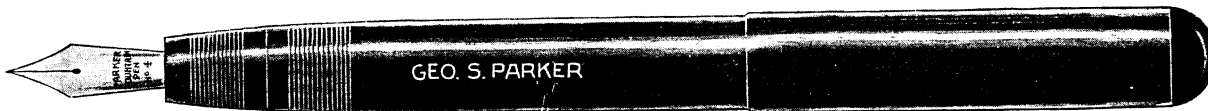
No. 18. Price, \$2.00. Has the famous "Lucky Curve" and the Anti-Break Cap. This fountain is exactly the same as the Jointless No. 018 with the exception of the screw joint. It has the "Lucky Curve" and the Anti-Break Cap fully warranted. If you prefer a pen with a screw joint, here it is.



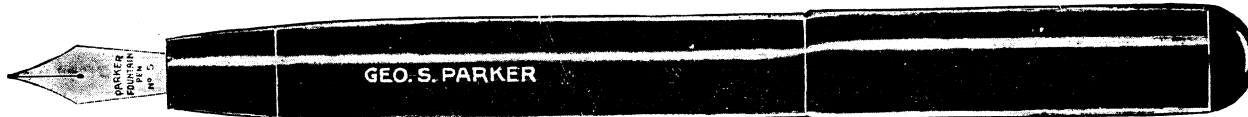
No. 20. Price, \$2.50. Same as above except it has a size larger pen and holder. Is also larger than No. 18. Made with smooth or threaded end where fingers grasp the fountain.



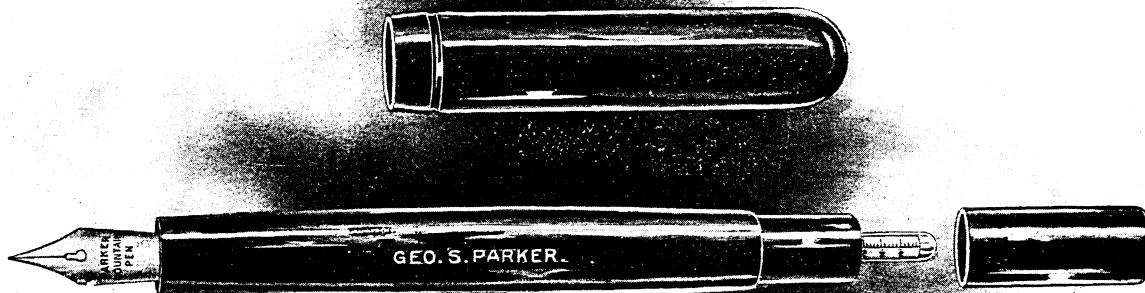
No. 23. Price, \$3.00. This number can be supplied, when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel" will richly repay any one to purchase this pen if they are connoisseurs.



No. 24. Price, \$4.00. This pen is much larger than the general run of pens, and they are purchased by those who know just what they want and can afford to pay the higher price necessary for the larger and finer pen.



No. 25. Price, \$5.00. If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper.



Parker Jointless Physician's Thermometer Fountain Pen. Price, \$6.00. Smaller Size, \$5.00.

Physician's Fountain Pen. We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Fountain Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary. To show one of these to the successful practicing physician is to make a sale.

Parker Library Paste. This great convenience is so superior to mucilage or glue for home or office use that you will thank us for calling your attention to it.

Agents.

We want agents to sell our goods wherever we are not represented. If you are situated so you can sell some of our pens we shall be very glad to hear from you, and will be pleased to give you full information upon request.

Have you read "The Little Things Make the Big." It tells how to sell pens, and it also tells how to earn a complimentary \$4.00 "Lucky Curve."

The Geo. S. Parker Old Style Fountain Pen.

Reduction

We have been asked many times for a pen with fancy barrels that our customers could sell that was stamped "Parker," and fitted with the "Lucky Curve" and fully warranted. To do this we have decided to make a sweeping reduction in the price of our old-style pens, which will enable our friends to sell these high-grade goods at the same price charged for inferior goods sold under any name. The same high quality will be maintained in the goods even at the reduced figures. The only thing that has suffered in the reduction is the price. Why sell inferior makes of pens when you can buy Parker No. 1 to sell at \$1.50?



No. 1. Plain barrel, former price, \$2.00. Now \$1.50.



No. 3. Ladies' size, former price, \$2.50. Now \$2.00.



No. 3. Chased barrel straight or taper cap, former price, \$2.50. Now \$2.00.



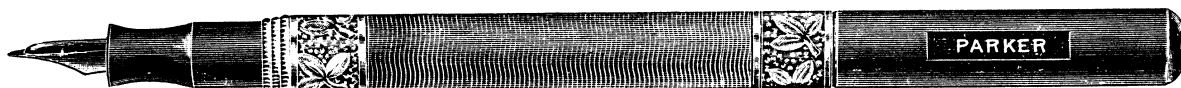
No. 5. Spiral black or mottled rubber, former price, \$3.00. Now \$2.50.



No. 6. Fountain, ladies' or gentlemen's size, gold mounted. Price \$3.00.



No. 8. Hexagon, former price, \$3.00. Now \$2.50.



No. 9. Gold mounted. Price, \$4.00.



No. 10. Twist. Price, \$3.00.



No. 11. Gold. Price, \$6.00. Silver, same pattern, \$5.00.



No. 11. Aluminum. Price, \$3.50.



No. 12. Full pearl. A beauty. Price, \$6.00.

These prices are really bargains. If you want some to sell cheap, here they are. We permit dealers to make their own selling prices on these two styles. These pens are both screw joint and do not have the lucky curve. Silver Dollar. Upper or lower feed as desired. Price, \$1.00. New Special. (Cut 1/4 size). Price, \$1.50.

(Supplied under the name of "Palmer Pen" if desired.)



Small circulars, signs for both outdoor and indoor display sent with any order if customers will use them judiciously.



No. 021. PRICE, \$3.50.

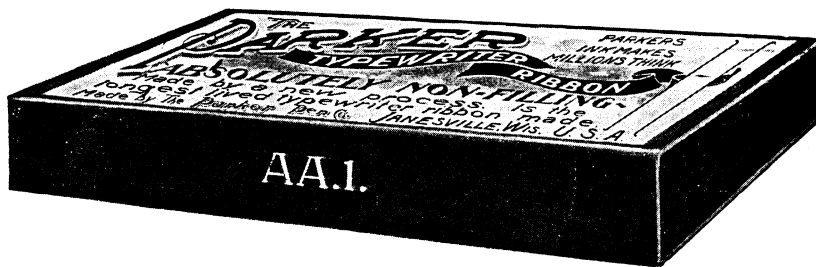
Which was put out for the first time in November last, has proven a great seller. In fact, we have had a good deal of difficulty to keep up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen. A few of these in your stock of pens will brighten up the display wonderfully.



No. 80. PRICE, \$10.00.

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past six weeks. In November last we tried the experiment of marketing a ten dollar pen. We discovered something we did not know before, and that is, there are a lot of people in this country who are willing to pay the price. We sold more than ten times as many of these high-priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich-looking gold-covered No. 30. To put one of these beautiful pens in stock, put it in the plush box and put it in your show case, with a little pasteboard ticket with the price plainly printed on it, is as good an advertisement as half a column in the newspaper, for all your customers will tell about the \$10.00 pen in your store. If you order one or more, and cannot sell them, you can exchange them at any time for other goods. You can sell them, however, and probably several of them in the course of a year, for there are always in every community people who will buy such articles, no matter what the price. Plush or Morocco Hinged Cover Box, \$1.00 extra.

Parker Typewriter Ribbons.



The Typewriter Ribbon business can be worked up to goodly proportions, for there are undoubtedly many machines in your town. Agents for the big trust companies have been visiting your town and soliciting and getting the trade direct. Why not keep the money circulating at home? Have your brightest clerk pay a personal visit to all the users of typewriting machines in your town and secure this trade yourself. The Parker Typewriter Ribbons are the result of a great deal of experimenting. We can recommend them to our trade with the assurance that they will be much pleased with them. They are made of the finest imported French fabric—tough and long lived, are thoroughly and well inked by a process distinctly our own. They will make a splendid copy, and are as near perfection as it is possible for a ribbon to be. These ribbons are the outgrowth of our watching the work done on our six typewriting machines, which are in constant daily use in our office, and as a result the ribbons we offer are those which we know will please you.

PRICES:

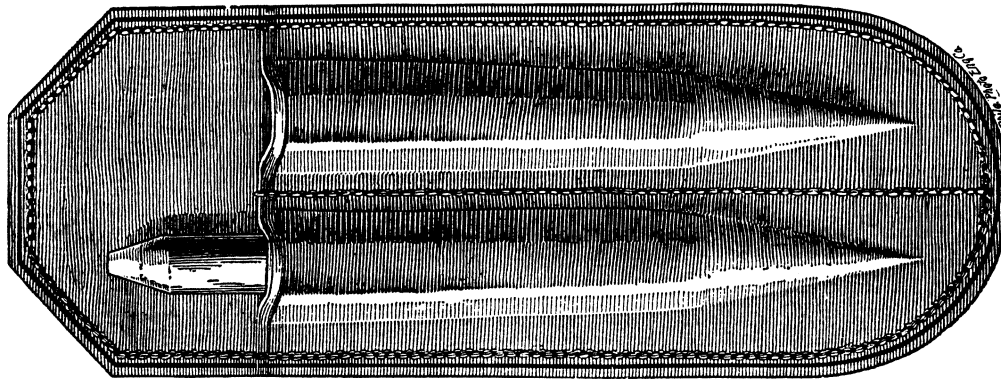
- Parker Ribbon, Quality AA1, assorted colors as desired, packed in air-tight glass jars. \$1.00
 - Parker Ribbon, Quality AA1, full nine yards, packed in handsome lithographed boxes,75
- Same Discounts as on Pens.

Carbon Paper.

Pen Carbon Paper for manifolding, per sheet 5c, per hundred sheets \$4.00. Carbon Paper for typewriter use same price as above. Designate whether for pen or typewriter when ordering.

Repairs.

If you have fountain pens of any kind that need repairing, you will kindly bear in mind that we are prepared to do repairing of all kinds neatly and in a satisfactory manner. We have one of the most complete factories for hard rubber manufacturing in the country. In sending repairs, always send a letter of instructions as to what is wanted, and do not fail to mark package with name, so we can identify.



Fountain Pocket Holder.

PRICES:

- No. 1 Pocket, 1 part. 10c
- No. 2 Pocket, 2 parts. 15c
- No. 2 Pocket, 3 parts. 25c

Subject to same Discount as Pens.

Trade Discounts.

The following liberal discounts will apply to the Parker Pens and other goods listed in this issue of Side Talks: In lots of ¼ dozen or excess, 40 per cent. discount; lots of one dozen or greater will carry the highest rate of discount, namely 50 per cent. The above discounts will also apply to the "Special" Fountain Pen. On the "Silver Dollar" Fountain Pen, in lots of ¼ dozen or excess, 33 1-3 per cent., and on one dozen or upward, 40 per cent.; all subject to a cash discount of 2 per cent. if the bill is paid within ten days from date, otherwise thirty days net.

The exception to the foregoing will be, dealers whose accounts show that they have purchased of us within one year preceding date of order, \$50.00 worth or more of our goods, will be entitled to highest quantity discount on all purchases, large or small.

You cannot put a Parker Fountain Pen to much better use than by writing to O. W. Ruggles, G. P. & T. A. Michigan Central, 'The Niagara Falls Route,' Chicago, Ill., enclosing stamp for A Summer Note Book, descriptive of summer tours; or for copy of a beautifully illustrated Pan-American Exposition folder.

INKS!

Now is the time Inks move. In buying your next bill, would you not like to save a few dollars? You can do it by buying Parker Inks. We guarantee the quality of our goods to be equal to the best. There is nothing better made. Of course there is no objection to you buying trust goods, but you must expect to pay trust prices.



Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive lithographed label. Whether you are druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens. Retail at 25 cents per bottle. Price to the trade, \$1.00 per dozen, net, \$2.70 per quarter gross. Try a few dozen. It will almost sell itself.

Parker's Black Ink.



	List.	Gross
	Net.	Net.
2-oz. Cones, per doz.....	\$.60.	\$3.00.
4-oz. Bottles, per doz.....	1.20.	



Parker's Writing Fluid.

Quarts, full measure, per dozen.....	\$7.00
Pints, full measure, per dozen.....	4.00
½-Pints, full measure, per dozen.....	2.40
4-oz. Bottles, per dozen, Square New Package..	1.20
2-oz. Bottles, per dozen.....	.60



Parker's Combined Writing and Copying Fluid.

Quarts, full measure, per dozen.....	\$8.00
Pints, full measure, per dozen.....	5.00
½-Pints, full measure, per dozen.....	3.00
4-oz. Bottles, full measure, per dozen.....	2.40

Parker's Red Ink.



2-oz. Bottles, full measure, per dozen	\$1.20
4-oz. Bottles, full measure, per dozen	2.40
½-pint Bottles, full measure, per dozen	3.60

Parker's Liquid Glue.



2 oz. Jar, round, large mouth, per dozen..... \$1.20
Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

Parker's Mucilage.



	Per Doz.
2-oz. Bottles.....	\$.60
4-oz. Bottles.....	1.20
½-Pint Bottles.....	3.00
Pint Bottles.....	4.50
Quart Bottles.....	8.00

SUBJECT TO DISCOUNT.

Do You Pay Trust Prices?

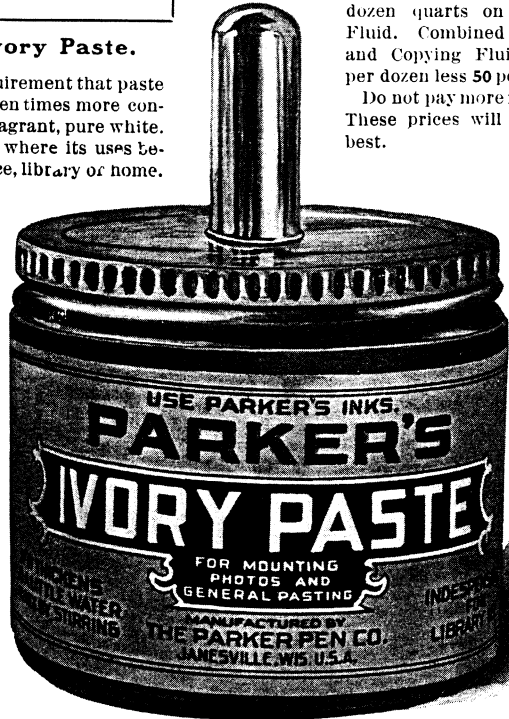
We are not in the Ink Trust. Hence our price of \$7.00 less 50 per cent. per dozen quarts on Writing Fluid. Combined Writing and Copying Fluid, \$8.00 per dozen less 50 per cent.

Do not pay more for these. These prices will buy the best.

Parker's Ivory Paste.

Answers every requirement that paste can be put to and ten times more convenient. Cleanly, fragrant, pure white. A wonderful seller where its uses become known, in office, library or home.

By the way, we have just gotten out a new package for paste, which is the neatest and most common-sense thing that has ever been shown. In the center of the jar of paste, a little receptacle is made IN THE PASTE, for the reception of the brush and water to keep the paste from drying out. The dome in the cover is for the reception of the handle of the brush when the cover is screwed on. A seller on sight. So simple and practical that it appeals to all.



Price, 30c each, \$1.60 per doz. net.

QUARTS

Writing Fluid.

\$3.50 Per Dozen

Why pay \$5.40 when you can buy the best for \$3.50 per dozen.

SEE ABOVE.

SIDE TALKS

ABOUT THE GEO. S. PARKER FOUNTAIN PEN AND OTHER SUBJECTS.

NOVEMBER, 1901.

JANESVILLE, WIS., U. S. A.

No. 33.

Opportunities, Like Gold, Should Not Be Wasted!

"He who works right—wins."

As True To-Day As One Hundred Years Ago.

YOU ARE in the business world. Your name is found in those immense books issued by Dun and Bradstreet. There are certain letters and figures after your name, which means whether the owner of that name is a grand success, a moderate one, just-get-along, no good, or a blank failure.

Isn't it worth while trying for,

to get toward the head of the list? The men who are to-day getting there are not the ones to be found complaining about "hard times" or slow sales. No, they do not lose energy and force by permitting such leakage. The hustlers, the successes, the getters of business, find slow trade only means a relaxation of former vigilance.

To them, it is a sign-board to do better work,

use more tact, more thought force of the right kind, more diplomacy, which always brings its reward.

Aided Suggestion is the Key-word.

This magical, psychical, occult word, if made use of and by it the desire implanted and fostered in the minds of your customers to trade with you, will bring results.

Are you prepared for the Holiday Fountain Pen selling?

Have you made the conditions right for a successful business?

Have you provided yourself with a Parker trade-bringing show case assortment?

If you have a case, have you re-ordered, so as to have a complete stock?

Are you supplied with all the styles of which we run cuts in our magazine advertising?

If not, are you in the fullest "Vibration with Success?"

Let us unite to make your business during the closing months of the year the

GRANDEST, MOST SUCCESSFUL AND SATISFACTORY YEAR IN YOUR HISTORY!

It can be done, it should be done, and IT WILL BE DONE.

Sincerely yours,

Geo. S. Parker.

Our \$50.00 Prize Offer.

One of the most interesting and instructive prize offers ever made was the result of the \$50.00 prize offer which we made a short time ago. Some of the most interesting contributions on the plans and methods adopted to sell the "Lucky Curve" have been presented. It was our intention to publish the letters of the prize winners in this issue of SIDE TALKS, but find it will be impossible or greatly delay its issue; therefore, they will appear in the next issue, together with an engraving of each prize winner if he is not too modest to permit us to have him appear in this way. Here is a list of those who have contributed to date, October 24th:

Mr. H. G. Early, Northville, N. Y.	Mr. C. N. Pritchard, DeKalb, Ill.
Mr. J. E. Waldron, Glidden, Iowa.	Mr. R. D. Lyles, Baltimore, Md.
Mr. L. C. Jeffries, Minneapolis, Minn.	Mr. M. L. Veenfiet, Alpena, Mich.
Mr. A. D. T. Reynolds, Ogden, Utah.	Mr. J. P. Hallock, Faribault, Minn.
Mr. C. J. Page, Salina, Kans.	Mr. S. C. Daugherty, Jeannette, Pa.
Mr. F. M. Pierce, Faribault, Minn.	Mr. J. B. Haines, Vincentown, N. J.
Mr. N. B. T. Barker, Brunswick, Me.	Mr. A. H. Figgen, Quincy, Ill.
Mr. Wm. H. Holroyd, Athens, W. Va.	Mr. O. R. Briggs, Colby, Wis.
Mr. G. L. Hull, Kelly Corners, N. Y.	Mr. W. F. Pilcher, Lyons, N. Y.
Mr. R. W. Burton, Auburn, Ala.	Mr. C. F. Towne, Albert Lea, Minn.
Mr. R. A. Brunner, Rutherford, N. J.	Mr. G. C. Grushon, Lewisburg, Ohio.
Mr. A. A. Klutz, Chapel Hill, N. D.	Mr. H. F. Smith, Oberlin, Ohio.
Mr. Dale Hanson, Villa Grove, Ill.	Mr. H. W. McIntyre, Liberty, Mo.
Mr. Herbert R. Mann, Troy, N. Y.	Mr. C. L. Olds, Fremont, Nebr.
Mr. G. Grundesen, Decorah, Iowa.	Mr. Wm. E. Hickox, Boston, Mass.
Mr. C. N. Peterson, Effington, S. D.	Mr. R. B. George, Chicago, Ill.
Mr. H. M. Spencer, Laurens, Iowa.	Mr. W. C. Candee, Weiser, Idaho.
Prof. J. J. Weber, Canton, Mo.	Mr. E. R. Nowlon, Havelock, Iowa.
Mr. T. H. Atkinson, Ymir, B. C.	Mr. I. F. Morris, Sacramento, Cal.
Mr. J. W. Howard, Hastings, Nebr.	Mr. W. H. Colling, Winfield, Kans.
Mr. M. M. Davis, Loveland, Colo.	Oldham Bros., Urbana, Ill.
Mr. Geo. W. Bowman, Palmyra, Pa.	Mr. Herbert L. Case, Wesley, Iowa.
Mr. A. A. Stauffacher, Chicago, Ill.	Mr. Peter Geiger, Hendricks, Minn.
Mr. H. Jasper Demees, Kimberlin Heights, Tenn.	
Mr. B. H. Wood, Corsicana, Texas.	

Can you pick from the list the winner?

We have a very handsome hanger, 16 x 22 inches, which will be ready for mailing November 15th. It is a picture of two of the sweetest little girls you ever saw "Singing the Praise of the 'LUCKY CURVE.'" It will be the finest piece of advertising we have ever sent out. It will be sent only on request from those in the trade or with an order for goods. If you wish a copy, write us and we will mail one to you.

The writer just wants to say a personal word: The many kindly expressions of good will and unwavering loyalty to the "LUCKY CURVE" are appreciated more than he can tell you. It makes him feel that our lines have indeed been thrown among those whom we deem it an honor to know. He sends you "Thought Vibrations" for your success and happiness.

One thing that is most gratifying to us is the large number of filling-in-orders, of which we are in daily receipt, especially from those who are selling from the handsome special cases. It shows that our advertising is co-operating with the dealer, and is bringing him customers who are satisfied with nothing short of the famous "LUCKY CURVE."

Another thing. We are just old fashioned enough to think that if we were retailing Fountain Pens, instead of wholesaling them, we would not want the wholesaler to sell over our head to the consumer. At any rate, that is our idea and for this reason, we do everything possible to have trade come through the dealer, so he can share with us the profit on every Parker Pen sold in his territory. Once in a while some man will send us an order with cash inclosed, saying he "does not want to be referred to the local dealer," but wants to deal direct with us. So we are just wicked enough to fill the order direct, and then sit down and mail Mr. Dealer a credit slip for the sale. We are willing to stand by the result of your vote as to whether we did right or wrong.

Every man can attain success in business if he is willing to pay the price. The successful business man is the man who has been tried, tested and found equal to all emergencies. Nine-tenths of the failures to make a success of a business or of selling goods is due to downright laziness, either mental or physical. As a matter of fact, the real problems of life we have to solve are not nearly so difficult of solution when we meet them bravely, face to face. Distance only seems to magnify the trouble.

The power is at every man's command,
if he will use it, to overcome every
obstacle that may arise.

Don't forget that "Thought is a force." You really impress others with your thoughts. Make the interior of your store warm and sparkling with a cheeriness that attracts. Never drive away trade with gloomy, unkind thoughts.

One thing has greatly impressed us in reading the papers submitted for the prize essays on "How to Sell Fountain Pens" was the many submitted by the clerks. It shows an ambition to increase one's usefulness—a plan that involves a carefully laid and thought out means of furthering the interests of his employer. They represent the future business men of the country. It means, too, "By helping others we help ourselves."

We desire to have your account show an increase during the current year, and everything reasonable on our part shall be done to bring this about. We have the best goods, the finest line, the best assortment ever shown. With fair and honorable treatment all the time we hope to be able to prove to you that a closer business relationship will be of mutual advantage.

The Geo. S. Parker Jointless Lucky Curve.

**No Joints.
No Threads.
No Leaks.**

Contains **3** Patented Improvements { ANTI-BREAK CAP, Pat. July, 1900.
LUCKY CURVE FEED, Pat. Jan., 1894.
SPRING LOCK, Pat. April, 1899.

Cuts of Jointless about $\frac{3}{4}$ actual size.

No. 018, Price, \$2.00.

This is the cheapest Jointless Fountain Pen we make. It is a splendid pen for the money, and it is just the thing for the school boy or school girl. It is so simple and strong that it can hardly be gotten out of order. If you want to send a thrill of pleasure through "that boy" or through "that girl" you can do it with Parker No. 018. Not quite so large as the next size, but it is good and fully warranted.



No. 020, Price, \$2.50.

This is indeed a popular pen, and probably two of these pens are sold to every one of the other styles. For the money, we think it is the most generous value of any pen we offer. It is good enough for school boy or school master—or any one else. It can be had in fine, medium, coarse or stub point, as desired. This style can be supplied with beautiful gold mountings on barrel for \$1.00 extra; or \$1.50 for gold mounted No. 021. A beautiful present for a birthday.



Parker Jointless "Lucky Curve" No. 020, Ladies' size. Price, \$2.50.

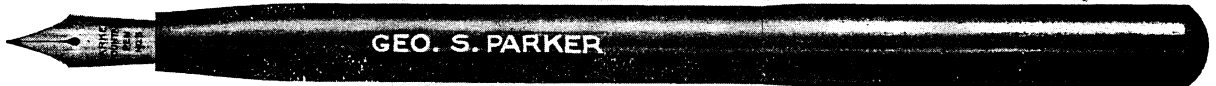
No. 023, Price, \$3.00.

For those who have a little more money to spare, the No. 023 will richly repay them in extra satisfaction. The nice, springy touch, the different "feel" a larger pen affords, are something difficult to describe, but they exist just the same, as every good writer will tell you. No. 023 has a large size No. 3 gold pen of the finest quality.



No. 024, Price, \$4.00.

Much larger than No. 023. Has No. 4 gold pen. Same description given to the No. 023 will apply to the No. 024, only to much greater degree. This style also furnished with a Manifold Pen for physician's use. For writing prescriptions the busy physician will find this pen a boon. With one writing by using a sheet of carbon paper, both an original and duplicate copy are made.



No. 025, Price, \$5.00.

Is next to the largest pen we manufacture. This is indeed a grand pen. The feeling of real luxury this pen affords when in the hand of the writer, the beautiful, large, shining, gold pen, has won for it the name of the "professional man's pen." Fully as many pens of this style are, however, sold to other than to professional people. Large as it is, it is one of the most easy and restful pens with which to write. For father, brother, or husband, this pen would make a present that would last a lifetime, and afford a never-ending source of pleasure.



No. 026, Price \$6.00

This pen is a regular Goliath. It might be too large for you, but there are many people who find pleasure and comfort in using such a pen. It, of course, holds an immense supply of ink. It has a "feel" to it that is only afforded by such a pen, and it has many warm friends.



"Hair line," fine, medium, coarse or stub points, as ordered.

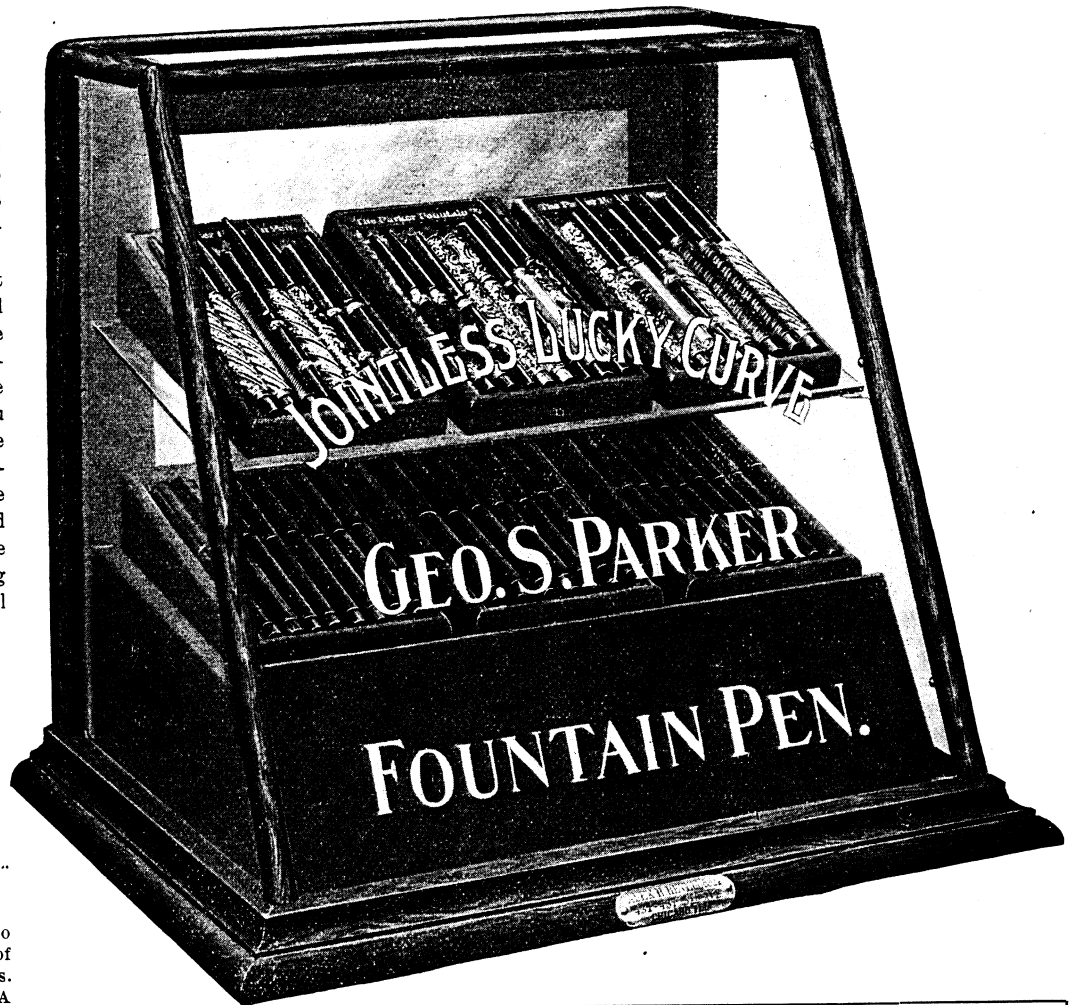
ENGRAVING. Initials and names can be engraved on Parker Pens, either upon gold coverings or upon the vulcanite itself, the lettering upon which may be filled in either red or white. Identification and recovery of lost pens may frequently result through this caution. Cost of engraving, 25 cents for nine letters or less; 3c extra for each additional letter or figure.

Trade Builders.

If we were only eloquent enough to convince you that one of our little showcases in the front part of your store would do what we claim, you, as the good business man that you are, could not get your order to us fast enough. These little cases are really

Trade Inviters Trade Suggesters Trade Producers

One of our little showcases prominently and tastefully and suggestively displayed will do as much toward selling Parker Pens for you as a special salesman. This plan might have been called a theory a year or two ago, but it no longer is, for it was proven last year in several hundred instances, with simply gratifying results. The reason is simple. The desire to buy a "Lucky Curve" was created in the mind of your prospective customer by one of our advertisements, or by a friend recommending it, so that he has already made up his mind to buy when a good opportunity presented. A nice showcase assortment would present the very opportunity he had pictured in his mind. The eye of your customer would, on coming into your store, light on the nice display of Parker Pens you would have. The next thing, he would be up to the counter asking to see the pen with the "Lucky Curve," which he "had seen advertised so much." The bright, alert salesman having had the button "pressed" will soon do the rest.



SACRAMENTO, CAL.

Geo. S. Parker Pen Co.,

Janesville, Wis.:

DEAR SIR:—A year or so ago, my stock of pens consisted of about one dozen various makes. I sold about a dozen a year. A few months ago I was induced by your representative to place an order for a six-dozen assortment of Parker "Lucky Curves." I will state that in one month I sold as high as TWENTY-THREE PARKER PENS, more than I sold in two former years together. This is very gratifying to me, as I never thought there was such a demand for fountain pens.

Yours truly,
I. F. MORRIS.



JEANNETTE, PA.

Parker Pen Co.,

Janesville, Wis.:

We received the six-dozen case assortment of Parker "Lucky Curves" twelve days ago. We have sold in that time twenty-six (26) with no particular advertising. We think this a very creditable showing.

Yours truly,
S. C. DAUGHERTY.

Don't think terms and conditions are prohibitive in your carrying and maintaining a stock of four-dozen, six-dozen or a gross of "Lucky Curves." Write us to-day, with the determination that if there is any better way known than you have been following, that you want to know what it is. We shall be glad to hear from you and give you the information we want you to possess.



FREE This slanting front Case with your first order for four dozen Parker Pens. It is a beauty. * * * * *

FREE The square upright Case with an order for six or twelve dozen. Cut of this Case shown on accompanying circular, "In Vibration with Success." * * * * *

THE GEO. S. PARKER SCREW JOINT "LUCKY CURVE" FOUNTAIN PEN.

ANTI-BREAK CAP. Warranted against Cracking or Splitting for One Year.



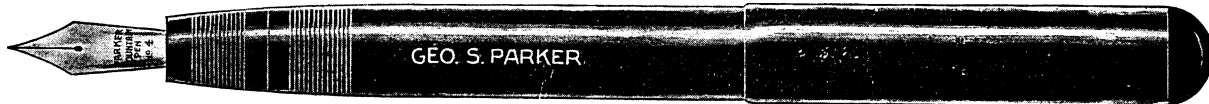
- No. 18. Price, \$2.00.** Has the famous "Lucky Curve" and the Anti-Break Cap. This fountain is exactly the same as the Jointless No. 018 with the exception of the screw joint. It has the "Lucky Curve" and the Anti-Break Cap fully warranted. If you prefer a pen with a screw joint, here it is



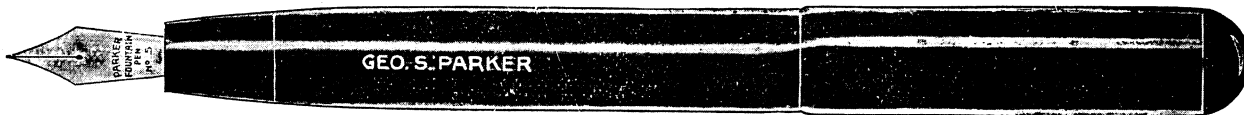
- No. 20. Price, \$2.50.** Same as above except it has a size larger pen and holder. Is also larger than No. 18. Made with smooth or threaded end where fingers grasp the fountain.



- No. 23. Price, \$3.00.** This number can be supplied, when so desired, with practically same sized barrel as No. 20, but the pen is a full size larger than the preceding number. The larger pen affording, as it does, the different "feel" will richly repay any one to purchase this pen if they are connoisseurs.

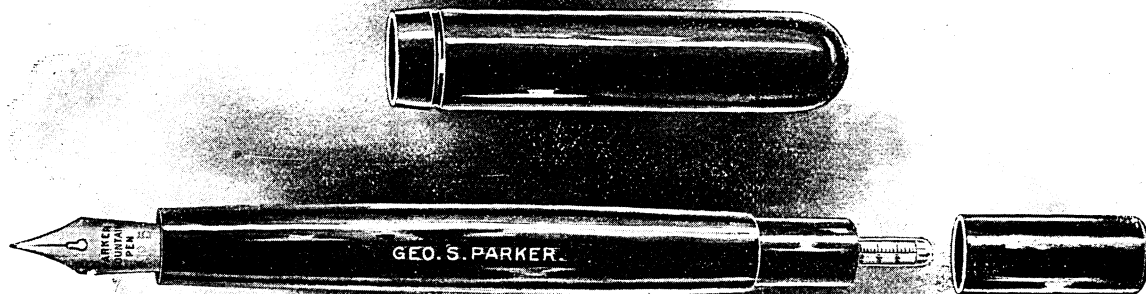


- No. 24. Price, \$4.00.** This pen is much larger than the general run of pens, and they are purchased by those who know just what they want and can afford to pay the higher price necessary for the larger and finer pen.



- No. 25. Price, \$5.00.** If you enjoy writing with a large fountain and pen, you should own a No. 25. It will tell the story of what real luxury is possible to be afforded by a fountain pen. The entire fountain is large, but you forget all about that, as the large, smooth, shining pen glides swiftly over the paper.

Suggest to the Doctor's wife
that this would make him
an Ideal Christmas Present.



Parker Jointless Physician's Thermometer Fountain Pen. Price, \$6.00. Smaller Size, \$5.00.

Physician's Fountain Pen. We have at last produced a really successful Clinical Thermometer Fountain Pen. The cut of the Parker Jointless Physician's Fountain Pen will interest every successful practicing physician in the world. This is the combination that is invaluable to the busy physician. Accompanying each thermometer is a certified certificate that it has been corrected to the Yale Observatory Standard, which is known by all physicians to be correct. The cut so clearly illustrates the pen that a description is hardly necessary. To show one of these to the successful practicing physician is to make a sale.

Parker Library Paste. This great convenience is so superior to mucilage or glue for home or office use that you will thank us for calling your attention to it.

Janesville is located on the main line of the C. & N. W. R. R., between Chicago and St. Paul. It is said that the train leaving Chicago daily at 6:30 P. M. for St. Paul is the finest train in the world. If you want to know what it is to travel in a "palace on wheels" you will never regret buying your ticket via the Northwestern. If you go through Janesville be sure and stop and see us, and we shall be glad to see you.

The Geo. S. Parker Old Style Fountain Pen.

Reduction

We have been asked many times for a pen with fancy barrels that our customers could sell that was stamped "Parker," and fitted with the "Lucky Curve" and fully warranted. To do this we have decided to make a sweeping reduction in the price of our old-style pens, which will enable our friends to sell these high-grade goods at the same price charged for inferior goods sold under any name. The same high quality will be maintained in the goods even at the reduced figures. The only thing that has suffered in the reduction is the price. Why sell inferior makes of pens when you can buy Parker No 1 to sell at \$1.50?



No. 1. Plain barrel, former price, \$2.00. Now \$1.50. Underfeed if so ordered.



No. 3. Ladies' size, former price, \$2.50. Now \$2.00.



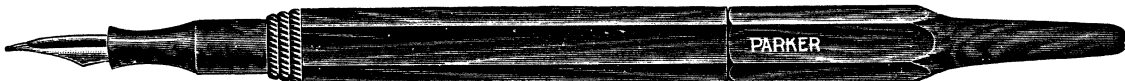
No. 3. Chased barrel straight or taper cap, former price, \$2.50. Now \$2.00.



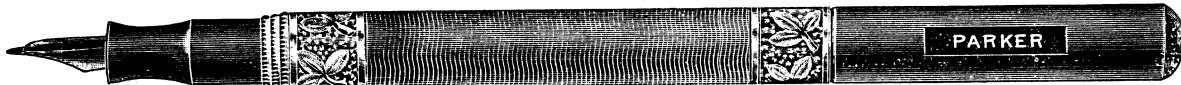
No. 5. Spiral black or mottled rubber, former price, \$3.00. Now \$2.50.



No. 6. Fountain ladies' or gentlemen's size, gold mounted. Price, \$3.00.



No. 8. Hexagon, former price, \$3.00. Now \$2.50.



No. 9. Gold mounted. Price, \$4.00. Underfeed if so ordered.



No. 10. Twist. Price, \$3.00.



No. 11. Gold. Price, \$6.00. Silver, same pattern, \$5.00. Underfeed if so ordered.



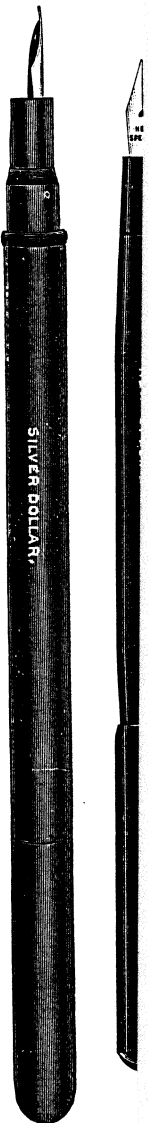
No. 11. Aluminum. Price, \$3.50.



No. 12. Full pearl. A beauty. Price, \$6.00. Underfeed if so ordered.

These prices are real bargains. If you want some to sell cheap, they are. We permit others to make their selling prices on these styles. These pens both screw joint and not have the lucky curve. Silver Dollar. Upper or lower feed. New Sp. as desired. (Cut 3). Price, \$1.00. Price, \$1.50.

(Supplied under the name of "Palmer Pen" if desired.)





No. 021. PRICE, \$3.50.

Which was put out for the first time in November last, has proven a great seller. In fact, we have had a good deal of difficulty to keep up with the demand for it. It is about the neatest and most pleasing looking gold mounted pen that we have ever seen. A few of these in your stock of pens will brighten up the display wonderfully.



No. 80. PRICE, \$10.00. COVERED WITH 18K GOLD, OF RICH DESIGN. MOST BEAUTIFUL PEN EVER MADE. SAME IN STERLING SILVER, \$8.00.

Ten dollars is a good deal of money to pay for a fountain pen, yet this sum has been paid by a good many people in the past year. In November last we tried the experiment of marketing a ten-dollar pen. We discovered something we did not know before, and that is, there are a lot of people in this country who are willing to pay the price. We sold more than ten times as many of these high-priced pens as we anticipated. To be sure, they are beauties, for the cut does not begin to do justice to the rich looking gold-covered No. 30. To put one of these beautiful pens in stock, put it in the plush box and put it in your show case, with a little pasteboard ticket with the price plainly printed on it, is as good an advertisement as half a column in the newspapers, for all your customers will tell about the \$10.00 pen in your store. If you order one or more, and cannot sell them, you can exchange them at any time for other goods. You can sell them, however, and probably several of them in the course of a year, for there are always in every community people who will buy such articles, no matter what the price. Name can be engraved on space reserved for the purpose on barrel. Plush or Morocco hinged Cover Box, \$1.00 extra.

Parker Typewriter Ribbons.



The Typewriter Ribbon business can be worked up to goodly proportions, for there are undoubtedly many machines in your town. Agents for the big trust companies have been visiting your town and soliciting and getting the trade direct. Why not keep the money circulating at home? Have your brightest clerk pay a personal visit to all the users of typewriter machines in your town and secure this trade yourself. The Parker Typewriter Ribbons are the result of a great deal of experimenting. We can recommend them to our trade with the assurance that they will be much pleased with them. They are made of the finest imported French fabric - tough and long-lived, are thoroughly and well inked by a process distinctly our own. They will make a splendid copy, and are as near perfection as it is possible for a ribbon to be. These ribbons are the outgrowth of our watching the work done on our six typewriting machines, which are in constant daily use in our office, and as a result the ribbons we offer are those which we know will please you.

PRICES:

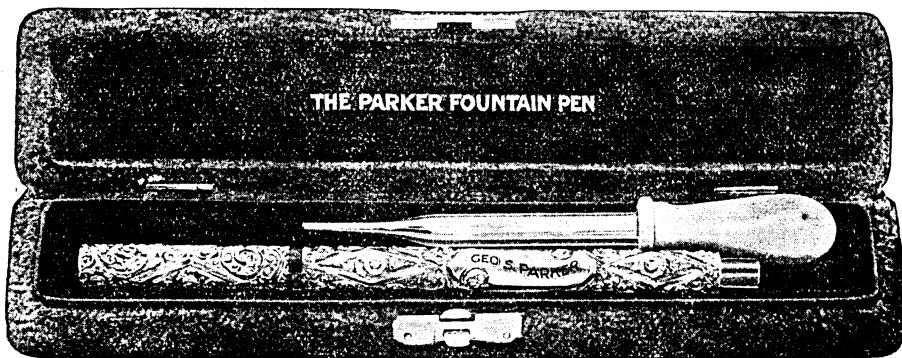
- Parker Ribbon, Quality AA1, assorted colors as desired, packed in air-tight glass jars, \$1.00
 - Parker Ribbon, Quality AA1, full nine yards, packed in handsome lithographed boxes,75
- Same Discos as on Pens.

Carbon Paper.

Pen Carbon Paper for manifolding, per sheet 5c. per hundred sheets \$4.00. Carbon Paper for typewriter use, same price as above. Designate whether for pen or typewriter when ordering.

Repairs.

If you have fountain pens of any kind that need repairing, you will kindly bear in mind that we are prepared to do repairing of all kinds neatly and in a satisfactory manner. We have one of the most complete factories for hard rubber manufacturing in the country. In sending repairs, always send a letter of instructions as to what is wanted, and do not fail to mark package with name, so we can identify.



FIT FOR A QUEEN.

This cut represents plush box, which is usually sold with the more fancy pens. It is an exceedingly beautiful box, covered with rich, heavy plush, delicately lined, and makes a setting for such pens as Nos. 6, 11, 12 or 30 a most pleasing one.

Price of Box,
\$ 1.00 Extra.

Can supply same box, Morocco covered, at same price, which is possibly even more rich-looking than the plush box. In ordering, please designate your choice of either plush or Morocco covered

Trade Discounts.

The following liberal discounts will apply to the Parker Pens and other goods listed in this issue of Side Talks: In lots of 1/4 dozen or excess, 40 per cent. discount; lots of one dozen or greater will carry the highest rate of discount, namely 50 per cent. The above discounts will also apply to the "Special" Fountain Pen. On the "Silver Dollar" Fountain Pen, in lots of 1/4 dozen or excess, 33 1-3 per cent., and on one dozen or upward, 40 per cent.; all subject to a cash discount of 2 per cent, if the bill is paid within ten days from date, otherwise thirty days net.

The exception to the foregoing will be, dealers whose accounts show that they have purchased of us within one year preceding date of order, \$50.00 worth or more of our goods, will be entitled to highest quantity discount on all purchases, large or small.

If you want to know what luxurious traveling is, amid beautiful scenery, try the Michigan Central the next time you journey from Chicago to New York City. It will leave pleasant recollections. A postal sent to Mr. O. W. Ruggles, G. P. & T. A., Chicago, will bring full information about the departure of trains.

PARKER INKS

Are good Inks. If you are low, better stock up for winter.



Parker Fountain Pen Ink.

Especially prepared for use in Fountain Pens. Put up in 4-ounce bottles. Each bottle packed in a handsome colored box with attractive lithograph label. Whether you are druggist, stationer or jeweler, you can easily sell a bottle of this ink with every pen sold, and a great many to people who already have pens.

New package with filler attached in stopper. Price, 25 cents retail; wholesale, \$1.25 per dozen; \$3.50 per quarter gross.

Same as above, without patent filler, 20 cents per bottle retail; wholesale, \$1.00 per dozen, or \$2.75 per quarter gross. These are easy sellers. Quarter gross can be shipped as cheaply by freight as a dozen by express.

Parker's Black Ink.



	List.
2-oz. Cones, per doz.....	\$.60
4-oz. Bottles, per doz.....	1.30

Gross
Net.



Parker's Writing Fluid.

Quarts, full measure, per dozen.....	\$7.00
Pints, full measure, per dozen.....	4.00
½-Pints, full measure, per dozen.....	2.40
4-oz. Bottles, per gross, Square New Package, net.....	7.20
2-oz. Bottles, per gross, net.....	4.20

Parker's Combined Writing and Copying Fluid.

Quarts, full measure, per dozen.....	\$8.00
Pints full measure, per dozen.....	5.00
½-Pints, full measure, per dozen.....	3.00
4-oz. Bottles, full measure, per dozen.....	2.40



QUARTS

Writing Fluid.

\$3.50 Per Dozen

Why pay \$5.40 when you can buy the best for \$3.50 per dozen. SEE ABOVE.

Parker's Red Ink.



2-oz. Bottles, full measure, per dozen.....	\$1.20
4 oz. Bottles, full measure, per dozen.....	2.40
½-Pint Bottles, full measure, per dozen.....	3.60

Parker's Liquid Glue.



1-oz. Jar, round, large mouth, per dozen.....\$1.20
Parker's Liquid Glue will stick glass, pottery, in fact almost everything.

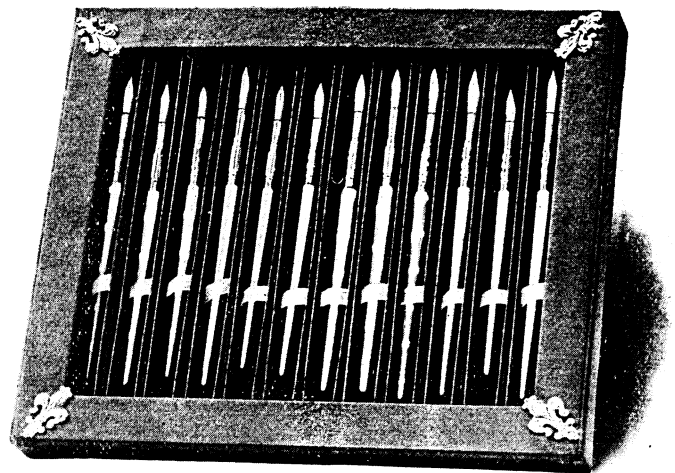
Parker's Mucilage.



	PER DOZ.
2-oz. Bottles.....	\$0.60
4-oz. Bottles.....	1.20
½-Pint Bottles.....	3.00
Pint Bottles.....	4.50
Quart Bottles.....	8 00

SUBJECT TO DISCOUNT, EXCEPT WHERE MARKED NET.

PEARL DESK HOLDERS.



Here is something that sells each year in great numbers. People buy them who are looking for something "pretty." Our advice to the public has always been to buy a Fountain Pen instead of a Desk Pen. Still there remains the demand for the pearl goods just the same. The assortment which we have to offer you this year is a very nice one. They are nicely put up, as per cut. You can sell these goods where you cannot sell a fountain pen to a certain class of trade, and it will pay you to order a dozen or two. They are put up in two sizes.

The Pens are 14k.

The stocks are of two varieties, part plain and part rustic. The No. 2 assortment contains larger pens and larger and better pearl sticks. The price of the No. 1 assortment is \$7.00, and the price of the No. 2 is \$9.00. This includes handsome Leatherette Boxes. If Plush Boxes are desired, would add \$2.50 per dozen to above price. We will guarantee you will be pleased with them, for they are really better than we represent them.

Inks can be shipped with safety for a little time to come. Cold weather is, however, liable to come soon and we would advise placing orders as early as possible. All Inks shipped at owner's risk.